

ADVERTISING (ADV)

ADV 200 Selected Topics (1-6 Credits)

Public Communications

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

ADV 201 Best Advertisements in the Universe (3 Credits)

Public Communications

Exploration of ads from all around the world analyzing their content, style and effectiveness across cultures. Learn how award-winning ads are developed, produced and their impact. For non-majors. Students cannot receive credit for both ADV 201 and ADV 206.

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Ethics and Integrity (<https://coursecatalog.syracuse.edu/shared-competencies/ethics-and-integrity/>)

ADV 206 Advertising Practice in a Diverse Society (3 Credits)

Public Communications

Introduce students to the role of advertising in business. Students will learn basic concepts, regulations, ethics, and diversity associated with advertising as well as how advertising fits into the marketing structure of most industries. Students cannot receive credit for both ADV 201 and ADV 206.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Ethics and Integrity (<https://coursecatalog.syracuse.edu/shared-competencies/ethics-and-integrity/>)

ADV 208 The Big Idea in Advertising (3 Credits)

Public Communications

A look at the most creative advertising strategies and advertising agencies. Develop a critical understanding of a Big Idea in advertising; how it's developed, nurtured, exploited and the impact it can have.

Prereq: ADV 206

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

ADV 280 International Course (1-12 Credits)

Public Communications

Offered through SUAbroad by educational institution outside the United States. Student registers for the course at the foreign institution and is graded according to that institution's practice. SUAbroad works with the S.U. academic department to assign the appropriate course level, title, and grade for the student's transcript.

Repeatable

ADV 290 Independent Study (1-6 Credits)

Public Communications

Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department.

Repeatable

ADV 300 Selected Topics (1-6 Credits)

Public Communications

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

ADV 307 Conceptual and Creative Thinking in Media Planning (3 Credits)

Public Communications

Students learn media planning fundamentals to understand how different media are used to enhance the persuasive power of the advertising message. The class will prepare a media plan to support a marketing communications campaign.

Prereq: ADV 208

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

ADV 345 International Advertising (3 Credits)

Public Communications

Double-numbered with ADV 645

Challenges and ethical issues in international advertising. Discussions concerning comparative cultural, geo-economic, and socio-political conditions relevant to topic. "Glocalization" will be the main focus in the discussions.

Prereq: COM 107

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

ADV 380 International Course (1-6 Credits)

Public Communications

Offered through SUAbroad by educational institution outside the United States. Student registers for the course at the foreign institution and is graded according to that institution's practice. SUAbroad works with the S.U. academic department to assign the appropriate course level, title, and grade for the student's transcript.

Repeatable

ADV 400 Selected Topics (1-6 Credits)

Public Communications

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

ADV 401 Portfolio I (3 Credits)

Public Communications

Major components that go into creating print ad campaigns including benefit, strategy, conceptual thinking, art direction, and copywriting.

Prereq: ADV 208

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

ADV 408 The Power and Promise of Data (3 Credits)

Public Communications

Double-numbered with ADV 608

This course will introduce you to the abundance of data being created and collected by marketers. You will learn what information is being collected, how it is being collected and how to make sense of it all. Additional work is required of graduate students.

Prereq: ADV 307

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>); Scientific Inquiry and Research Skills (<https://coursecatalog.syracuse.edu/shared-competencies/scientific-inquiry-and-research-skills/>)

ADV 421 Portfolio II (3 Credits)

Public Communications

Students begin to craft their portfolios. They will complete a variety of advertising print campaigns that will readily demonstrate a strong command of layout, design, copywriting, and conceptual thinking.

Prereq: ADV 401

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

ADV 425 Integrated Advertising Campaigns (3 Credits)

Public Communications

Function as a full service advertising agency, encompassing all the disciplines studied during the student's tenure at Newhouse. Students work with clients and execute a complete campaign, from strategy to creative executions and a media plan.

Prereq: ADV 307 or 421

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

ADV 431 Portfolio III (3 Credits)

Public Communications

This course will help students complete their portfolios which will consist of 20 advertisements, including three complete ad campaigns. Oral presentation, job hunting, and the analysis of various ad markets.

Prereq: ADV 421

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

ADV 470 Experience Credit (1-3 Credits)

Public Communications

Participation in a discipline or subject related experience. Student must be evaluated by written or oral reports or an examination. Permission in advance with the consent of the department chairperson, instructor, and dean. Limited to those in good academic standing.

Repeatable

ADV 490 Independent Study (1-6 Credits)

Public Communications

Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department.

Repeatable

ADV 499 Honors Capstone Project (1-3 Credits)

Public Communications

Completion of an Honors Capstone Project under the supervision of a faculty member.

Repeatable 3 times for 3 credits maximum

ADV 500 Selected Topics (1-6 Credits)

Public Communications

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester.

Repeatable

ADV 507 Strategic Media Planning (3 Credits)

Public Communications

Students will develop a strategic and advanced working knowledge of advertising media planning and buying, audience measurement, media research, new media concepts, audience segmentation and sales presentation.

Prereq: ADV 307

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

ADV 509 Advertising Research and Planning: A Case Study Approach (3 Credits)

Public Communications

Students will learn how to apply theory and practice of advertising research by analyzing cases and studies in marketing communications and academic publications. Account planning, qualitative, and quantitative research skills are emphasized.

Prereq: ADV 208

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Scientific Inquiry and Research Skills (<https://coursecatalog.syracuse.edu/shared-competencies/scientific-inquiry-and-research-skills/>)

ADV 523 Digital Branding and Strategy (3 Credits)

Public Communications

Examines the transformative role that digital media (websites, social networks, blogs, wikis, mobile) have on the advertising industry. How consumers are reached and interpret the message from these digital platforms.

Prereq: ADV 307 or ADV 604

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

ADV 526 Fashion Advertising and Promotion (3 Credits)

Public Communications

How advertising and promotion build fashion brands, ranging from top designers to local retailers. Students learn how to apply the comprehensive strategic planning process used in advertising to build fashion brands.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)