Courses in Advertising and Public Relations

Advertising and Public Relations Courses

APR100 Professional Exploratory
Hours 1-3
The Professional Exploratory provides the student with one of the following, depending on qualifications: 1) an opportunity to shadow advertising or PR professionals in the workplace while being introduced to current practices and trends in the field or 2) an opportunity to gain practical experience (such as an internship) in the advertising or public relations field. Enrollment is by permission of the internship coordinator (or faculty sponsor) and the departmental chairman. In order to qualify for APR 100 as a shadow opportunity for one hour of credit on a Pass/Fail basis, the student must have an overall GPA of at least a 2.0 and be a declared advertising or PR major or minor. In order to qualify for APR 100 as a practical experience opportunity for one to three hours of credit on a Pass/Fail basis, the student must have an overall GPA of a 2.0 and have completed Phase 2 of the advertising or PR major or minor coursework. This course is repeatable for a six-hour-credit maximum.

APR101 Creativity and American Culture
SB
Hours 3
A survey of the theoretical, procedural and ethical issues associated with creative thinking. Examines both individual and organizational strategies for promoting creativity, and the creative thinker’s role in shaping the culture. Also highlights the intellectual connections between the scholarship in creativity and its practical applications.

Social and Behavioral Sciences

APR221 Intro To Advertising
SB
Hours 3
A foundation course in advertising that includes historic and contemporary perspectives, advertising institutions and an overview of advertising theory, planning and practice. This course connects advertising strategies with an understanding of human behavior and key environments (i.e., social, economic, competitive, and regulatory) influencing consumer behavior. Key concepts and terminologies are covered, complemented by interactions with advertising faculty and industry professionals.

Social and Behavioral Sciences

APR231 Intro Public Relations
SB
Hours 3
A foundation course in public relations that includes historic and contemporary perspectives, public relations institutions and an overview of public relations theory, planning and practice. Key concepts and terminologies are also covered, complemented by interaction with public relations faculty and industry professionals whenever possible.

Social and Behavioral Sciences

APR260 Software Applications I
Hours 1-3
Provides training in the Adobe Creative Suite (Photoshop, Illustrator, InDesign) as well as basic video editing and web development. Primary instruction is delivered online and administrated by an on-campus faculty member. This course is graded on a Pass/Fail basis.
Prerequisite(s): Must be a declared advertising or public relations major or minor.

APR270 Strategic Thinking (AD)
Hours 3
A case-study-based course devoted to the development of critical and strategic thinking skills needed to plan and execute advertising campaigns and related projects, with an emphasis on the decision-making process in regard to difficult ethical, leadership and revenue based scenarios, among others. Also emphasizes using research to effectively assess performance and competently develop a strategic communication plan.
Prerequisite(s): APR 221, APR 260, JCM 103, and MC 101 All require at least C- or above.

APR271 Strategic Thinking (PR)
Hours 3
A case-study-based course devoted to the development of critical and strategic thinking skills needed to plan and execute public relations campaigns and programs, with an emphasis on using research to effectively assess public relations situations and competently developing a strategic communication plan. Also emphasizes development of the critical thinking skills necessary to evaluate and critique strategic communication plans.
Prerequisite(s): APR 231, APR 260, JCM 103, and MC 101

APR280 Investigation and Insights
Hours 3
Focuses on the planning, execution and application of research during the strategic communication process. Introduction to sound and effective social scientific methods commonly used by advertising and public relations practitioners to analyze and segment audiences, inform strategic planning and message development, and evaluate strategic communication plans and campaigns. Also emphasizes effectively analyzing and presenting research findings, as well as to making insightful conclusions and recommendations based on those findings.
Prerequisite(s): APR 221 or 231, APR 260, JCM 103, and MC 101

APR300 Basic Principles of Design
Hours 3
Focuses on the basic elements of layout and principles of design and their application in advertising and public relations work.
Prerequisite(s): JCM 103, MC 101, APR 221 or APR 231, and APR 260.
APR301 Software Applications II
Hours 1

Provides intermediate level training for aspiring art directors in the Adobe Creative Suite (Photoshop, Illustrator, InDesign) as well as video editing, web and mobile app development, and animation. Primary instruction is delivered online and administered by an on-campus faculty member. This course is graded on a Pass/Fail basis.

Prerequisite(s): Admission to creative specialization; APR 221, APR 260, APR 270, APR 280, APR 300, APR 310, JCM 103, and MC 101. Corequisite: APR 410.

Prerequisite(s) with concurrency: APR 410

APR310 Concepting
W

Hours 3

Rooted in the development of ideation skills and helping students to self-identify as either art directors or writers. Students acquire techniques and develop personal discipline inherent to the generation of novel, sophisticated creative work based on a solid concept: the distinctive, guiding idea that drives campaign messages. Assignments are evaluated in group critiques, and each student completes a final portfolio by semester's end.

Prerequisite(s): APR 221, APR 260, JCM 103, and MC 101, and admission to creative specialization.

Writing

APR320 Creative Thinking

Hours 3

Focused on the appreciation and development of creative thinking skills for those who will assume advertising roles other than those traditionally located within creative departments. Also intended to foster understanding of how media and managerial specialists can work most productively with creative teams.

Prerequisite(s): APR 221, APR 260, JCM 103, and MC 101. Admission to consumer specialization.

APR322 Copywriting Seminar
W

Hours 3

For aspiring writers, this course offers an intensive exploration of the craft across a variety of genres. Students gain an understanding of the power of words and the use of distinctive voices, with implications for strategic advertising copywriting. Students are also expected to research and write creative briefs. Writing proficiency is required and must be demonstrated in order to pass this W-designated course.

Prerequisite(s): JCM 103, MC 101, APR 221, APR 260, APR 270, APR 280, APR 300, APR 310, and admission to creative specialization.

Prerequisite(s) with concurrency: APR 410

Writing

APR323 Art Direction Seminar

Hours 3

For aspiring art directors, this course offers an in-depth examination of formal graphic design principles and their application in advertising via lectures, reading assignments and projects. Topics include color theory, typography, and layout as well as applied skills associated with an art director's daily work.

Prerequisite(s): Prerequisites: Admission to creative specialization; APR 221, APR 260, APR 270, APR 280, APR 300, APR 310, JCM 103, and MC 101.

Prerequisite(s) with concurrency: APR 410

APR325 Digital and Social Media

Hours 3

Provides students with the practical, theoretical and analytical knowledge and skills required to successfully develop, monitor and execute digitally based and social media campaigns. Students will acquire a skill set based on the demands of current industry practice.

Prerequisite(s): Instructor permission required.

APR332 Public Relations Writing
W

Hours 3

Provides students with the practical writing knowledge and skills to research, plan and execute online and traditional public relations communications successfully. Students learn how to execute commonly used research-based communications that allow an organization to meet its strategic goals and reach target audiences. Writing proficiency is required and must be demonstrated to pass this "W-designated" course.

Prerequisite(s): JCM 103, JCM 303, MC 101, APR 231, APR 260, APR 271, APR 280, APR 300, and 20 hours in the major.

Writing

APR380 Independent Study

Hours 1-9

Variable credit (1 to 9 hours). Analysis of advanced theoretical issues in commercial persuasive communication under the supervision of an advertising or public relations faculty member.

APR381 APR Practicum

Hours 1-3

Variable credit (1 to 3 hours). Supervised field experiences coupled with investigation of communication problems. Students may take a total of only 3 hours in internship and/or practicum courses.

Prerequisite(s): MATH 110 or MATH 112 or MATH 113 or MATH 115 or MATH 121 or MATH 125 or MATH 126 or MATH 145 or MATH 146; and EC 110 or EC 112; and APR 221 or APR 231; and APR 260; and APR 322 or APR 422 or APR 332; and JCM 103 and MC 101
APR385 Advertising Internship
Hours 3
The course consists of approved work experience. Students may take one additional course when enrolled for internship credit. Grading of P/F is based on the employer's evaluation of the student's performance and on written reports submitted by the student. Students may take a total of only 3 hours in internship and/or practicum courses.
Prerequisite(s): MATH 110 or MATH 112 or MATH 113 or MATH 115 or MATH 121 or MATH 125 or MATH 126 or MATH 145 or MATH 146; and EC 110 and APR 221 and APR 260; and APR 322 or APR 422; and JCM 103 and MC 101

APR386 Public Relations Internship
Hours 3
The course consists of approved work experience. Students may take one additional course when enrolled for internship credit. Grading of P/F is based on the employer's evaluation of the student's performance and on written reports by the student. Students may take a total of only 3 hours in internship and/or practicum courses.
Prerequisite(s): MATH 110 or MATH 112 or MATH 113 or MATH 115 or MATH 121 or MATH 125 or MATH 126 or MATH 145 or MATH 146; and EC 110 and APR 231 and APR 260 and APR 300 and APR 332 and JCM 103 and JCM 303 and MC 101

APR401 Software Applications III
Hours 1
Provides advanced level training for aspiring art directors in the Adobe Creative Suite (Photoshop, Illustrator, InDesign) as well as video editing, web and mobile app development, and animation. Primary instruction is delivered online and administered by an on-campus faculty member. This course is graded on a Pass/Fail basis.
Prerequisite(s): Admission to creative specialization; APR 221, APR 260, APR 270, APR 280, APR 300, APR 301, APR 410, APR 323, JCM 103, MC 101.
Prerequisite(s) with concurrency: APR 411

APR410 Portfolio I
Hours 3
This workshop course is devoted to the development and execution of portfolio pieces reflecting the pursuit of sound strategic and conceptual thinking. All work is done by art director/writer teams and finished executions are produced as the process of portfolio building begins. This work is reviewed by a jury of creative professionals at an end-of-semester critique.
Prerequisite(s): APR 221, APR 260, APR 270, APR 280, APR 300, APR 310, JCM 103, and MC 101, and admission to creative specialization.

APR411 Portfolio II
Hours 3
This workshop course is devoted to the continued development and professional-level execution of a complete advertising portfolio reflecting mastery of strategic and conceptual thinking. Each creative team's work is both prepared and evaluated according to the highest industry standards and reviewed by a jury of creative professionals at an end-of-semester critique. Students are also advised regarding job search strategies and personal branding. This course may be repeated as a directed study with instructor permission.
Prerequisite(s): APR 221, APR 260, APR 270, APR 280, APR 300, APR 310, APR 322 or APR 323, APR 410, JCM 103, MC 101, and admission to creative specialization.

APR415 Online Magazine Writing W
Hours 3
Further develops writing and editing skills that are crucial to successful public relations practice. Highlights some of the differences between writing for traditional print publications versus writing for emerging online communication channels. Students also research, plan, write, edit, produce and distribute a complete issue of Platform Magazine. Writing proficiency is required and must be demonstrated to pass this "W-designated" course.
Prerequisite(s): Permission of instructor; JCM 103, JCM 303, MC 101, APR 231, APR 260, APR 271, APR 280, APR 300, and APR 332.
Writing

APR419 Public Relations Concepting and Implementation
Hours 3
Offers public relations students the chance to implement plans for increasing awareness and/or executing fundraising efforts on behalf of nonprofit organizations. This service learning experience culminates in the production of multiple portfolio pieces for at least one real-world client.
Prerequisite(s): APR 231, APR 260, APR 271, APR 280, APR 300, APR 332, JCM 103, JCM 303, and MC 101.

APR421 Account Planning
Hours 3
This course prepares aspiring account planners to accept responsibilities unique to the practice, including, but not limited to: the writing of creative briefs, data analysis, new product development consultancy, maintenance of productive account team relationships, social anthropology-based research, foresight and media communication planning.
Prerequisite(s): JCM 103, MC 101, APR 221, APR 260, APR 270, APR 280, and APR 320 or APR 325, with admission to consumer specialization.

APR422 Channel Planning
Hours 3
A wide-ranging, strategically focused course intended to develop decision-making skills involving both traditional and non-traditional media as well as the use of other communication channels. Students execute a case study project that involves complex strategy and media buying.
Prerequisite(s): APR 221, APR 260, APR 270, APR 280, JCM 103, and MC 101.
Courses in Advertising and Public Relations

APR423 A+PR Management

Hours 3

Examines the managerial role in both advertising and public relations practice. Key dimensions in communication management, including, but not limited to, professional and business ethics, business and financial literacy, media management, organizational culture and communication, and leadership are covered. A variety of teaching approaches—case studies, team projects, debates, simulations, student presentations, readings and lectures—are employed. Writing proficiency within this discipline is required for a passing grade in this course.

Prerequisite(s): Prerequisites: Students must satisfy one of the following sets of prerequisites: a) for the consumer specialization in the advertising major: MC 101, JCM 103, APR 260, APR 221, APR 270, APR 280, and APR 320 or APR 325; b) for the general advertising major: MC 101, JCM 103, APR 260, APR 221, APR 270, APR 280, and APR 300; and c) for public relations students: MC 101, JCM 103, APR 260, APR 231, APR 271, APR 280, JCM 303, APR 300, and APR 332.

Writing

APR424 Advertising Campaigns

Hours 3

This experiential learning course affords students the opportunity to plan, execute and present a complete advertising campaign for a large regional, national or international client. Students, working in agency-style teams, apply both theoretical and practical knowledge acquired in their previous coursework.

Prerequisite(s): Prerequisites: Students must satisfy one of the following sets of prerequisites: a) for the consumer specialization in the advertising major: MC 101, JCM 103, APR 260, APR 221, APR 270, APR 280, APR 421, APR 422, APR 423 and APR 320 or APR 325; b) for art directors in the creative specialization: MC 101, JCM 103, APR 260, APR 221, APR 270, APR 280, APR 300, APR 310, APR 410, APR 323, and APR 301; c) for copywriters in the creative specialization: MC 101, JCM 103, APR 260, APR 221, APR 270, APR 280, APR 300, APR 310, APR 410, and APR 322; d) for the general advertising major: MC 101, JCM 103, APR 260, APR 221, APR 270, APR 280, APR 300, APR 422, and APR 423.

APR425 Crisis and Emergency Management

Hours 3

Explores the role of strategic and effective public relations practice in crisis management. Focuses on students learning the theory and practice of strategic crisis and emergency management and communication: how issues occur and develop in crises, their impacts on publics and society, and how they should be managed and communicated to publics. A variety of teaching/learning approaches—case studies, a team project, simulations, student presentations, readings and lectures, guest speakers—are used to enhance and increase student responsibility for learning.

Prerequisite(s): JCM 103, MC 101, APR 231, APR 260, APR 271, APR 280, JCM 303, APR 322 and 20 hours in the major.

APR426 International Public Relations

Hours 3

Explores the roles of public relations in different countries, in different contexts, and at the local, regional, national, and international levels. Covers current events, timely topics, and trends as they arise and as they are relevant to public relations, including how global technologies have created interconnections between and among corporate, activist, and nonprofit organizations and their stakeholder groups, forming networks of international communities without borders and accelerating the need for PR professionals who understand and can address cross-national and cross-cultural communications. Readings include academic scholarship in global public relations and public relations trade and business media sources around the world.

Prerequisite(s): MC 101, JCM 103, APR 231, APR 260, APR 271, APR 280, JCM 303, APR 332 and 20 hours in the major.

APR427 Public Relations Leadership

Hours 3

Public relations leaders represent vital human capital in organizations in today's dynamic, high-speed communications world. This course describes the process of becoming a PR leader and explores leadership theories, key research findings, top issues in the profession, roles and responsibilities of leaders, and the development process. Students will gain self-insights and develop their own leadership capabilities and capacities through diverse readings, assignments and exercises during the semester.

Prerequisite(s): MC 101, JCM 103, APR 231, APR 260, APR 271, APR 280, JCM 303, APR 332 and 20 hours in the major.

APR428 Nonprofit Communications

Hours 3

This course is designed to introduce students to the theory and practice of communication strategies in nonprofit organizations.

Prerequisite(s): MC 101, JCM 103, APR 260, APR 231, APR 271, APR 280, JCM 303, and APR 300

APR429 Sport and Entertainment Marketing and Promotions

Hours 3

This course is designed to develop a thorough understanding of sports marketing principles and their application to all facets of the sports industry. Students will learn about how marketing affects other areas of a business that uses sports to reach their target consumers. Students will understand marketing from the perspective of managing a marketing program and participate in one practical field project with a leading organization in the sports industry.

Prerequisite(s): MC 101, JCM 103, APR 260, APR 231, APR 271, APR 280, JCM 303, and APR 300

APR430 Tech and Digital Communication

Hours 3

This workshop-style course is designed to provide students with the practical, theoretical and analytical knowledge and skills required to successfully develop, monitor, and execute digitally based and social media campaigns. Students will acquire a skill set based on the demands of current industry practice. This course is a combination of lectures and exercises where strategic thinking, attention to detail and creative problem solving are crucial.

Prerequisite(s): MC 101, JCM 103, APR 260, APR 231, APR 271, APR 280, JCM 303, and APR 300.
APR432 Public Relations Management

W

Hours 3

The course concentrates on public relations as an essential element in the effective management of any organization and examines the concepts, perspectives, and practices that apply to the management of communication programs directed to various audiences inside and outside the organization. Writing proficiency is required and must be demonstrated in order to pass this W-designated course.

Prerequisite(s): MATH 110 or MATH 112 or MATH 113 or MATH 115 or MATH 121 or MATH 125 or MATH 126 or MATH 145 or MATH 146; and (EC 110 or EC 112) and APR 231 and APR 260 and APR 300 and APR 332 and JCM 103 and JCM 303 and MC 101

Writing

APR433 Public Relations Campaigns

Hours 3

This experiential learning course affords students the opportunity to plan, execute and present a complete public relations campaign for a local, regional, national or international client. Students, working in teams, apply both theoretical and practical knowledge acquired in their previous coursework.

Prerequisite(s): Students must satisfy one of the following sets of prerequisites: a) for the general public relations major: MC 101, JCM 103, APR 260, APR 231, APR 271, APR 280, JCM 303, APR 300, APR 332; and three of the following: APR 415, APR 419, APR 423, APR 425, APR 426 and APR 427; b) for a specialization in the public relations major: MC 101, JCM 103, APR 260, APR 231, APR 271, APR 280, JCM 303, APR 300, APR 332; APR 428 or APR 429 or APR 430; and one of the following: APR 415, APR 419, APR 423, APR 425, APR 426 and APR 427.

APR480 Readings In APR

Hours 3

Required readings are determined in consultation with the faculty member overseeing the course.

APR490 Special Topics

Hours 3

Advanced seminars on topics related to the practice of advertising and public relations. Content will vary by semester.

Prerequisite(s): MC 101 and senior standing