

ADVERTISING (ADVT)

ADVT 311-CN Advertising: Creative (1 Unit)

Students interested in pursuing a career in advertising copywriting or art direction learn the skills needed to obtain positions in this highly competitive field, working under the guidance of a team of creative professionals. May not be audited. Enrollment is limited.

ADVT 312-CN Advertising: Intermediate Creative (1 Unit)

Students interested in pursuing a career in advertising copywriting or art direction learn the skills needed to obtain positions in this highly competitive field, working under the guidance of a team of creative professionals. May not be audited. Enrollment is limited.

Prerequisite: ADVT 311-CN.

ADVT 313-CN Advertising: Advanced Creative (1 Unit)

Students interested in pursuing a career in advertising copywriting or art direction learn the skills needed to obtain positions in this highly competitive field, working under the guidance of a team of creative professionals. May not be audited. Enrollment is limited.

Prerequisite: ADVT 312-CN.

ADVT 370-CN Introduction to Public Relations (1 Unit)

The essential components of effective public relations strategy; how to evaluate and manage outside PR counsel; essentials of media relations and crisis management; and how to draft PR messages. Students select a "beat" or coverage area to investigate as part of the class homework projects. This course involves heavy writing; it may not be audited.

ADVT 370-DL Introduction to Public Relations (1 Unit)

Public relations is a core management function for every type of organization, whether public or private. Public relations spans a wide range of marketing disciplines including media relations, corporate reputation, community affairs, issues/crisis management, investor relations, and government affairs. PR is one of the primary tools used to reinforce a company's brand and support its competitive position. Students learn the essential components of an effective PR strategy; how to evaluate and manage outside PR counsel; essentials of media relations and crisis management; and how to draft PR messages. Students select a "beat" or coverage area to investigate as part of the class homework projects.

ADVT 380-CN Visual Communication (1 Unit)

The fast-paced world we live in is flooded with visual messages including advertisements, products, dashboards, slide decks, charts, infographics, videos, memes, emoji, and more. Visuals are infused into every aspect of our lives, from the boardroom to the classroom to the subway station. It is increasingly important that we are well-equipped to communicate visually using a human-centered approach. In this course, students will develop strong and creative visual communication skills in an increasingly digital world while learning to design communication vehicles for specific audiences. We will study a human-centered design framework for creating connections. Students will use their skills to develop visualizations for branding, advertising, marketing, presentations, data analysis, websites, and more. No previous technical or design experience is required for this course.

ADVT 390-CN Topics in Advertising: (1 Unit)

Topics vary. May be repeated for credit with different topic.