

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)

Basic concepts of visual communication; industry-standard software as tools for creation; the relationships between the practical and aesthetic concerns that go in to effective graphic design. Students must possess a working laptop computer with Adobe Photoshop, Illustrator, and InDesign to enroll in this course.

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

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