

# Advertising/Public Relations (ADPR)

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## Courses

### **ADPR 35503. Advertising and Public Relations Strategies. 3 Hours.**

Introduction to the research, strategies and tactics used in developing advertising and public relations campaigns. Provides an overview of planning, implementing, and evaluating research-based advertising and public relations campaigns. (Typically offered: Fall and Spring)

### **ADPR 37203. Advertising Principles. 3 Hours.**

Introductory course to the broad field of advertising. Includes a study of the role of advertising in modern society with emphasis being given to the extent and manner of use of advertising in mass media and digital media. Prerequisite: ((At least 30 credit hours completed; at least a 2.5 cumulative GPA; must be a Journalism major, Advertising and Public Relations major, Journalism minor, or obtain department consent; completion of JOUR 10303 with a grade of C or better; completion of JOUR 10003 with a grade of C or better or complete and pass the GSP (Grammar, Spelling and Punctuation) test in JOUR 11000 with a 75% or higher) or (At least 30 credit hours completed; at least a 2.5 cumulative GPA; must be a Journalism major, Advertising and Public Relations major, Journalism minor, or obtain department consent; must have completed at least 6 credit hours in JOUR courses, each with a grade of C or better.); No in-progress credit hours accepted. (Typically offered: Fall and Spring)

### **ADPR 37403. Public Relations Principles. 3 Hours.**

Study of theory, methods, and ethics of public relations in modern society, business, and communications. Influencing opinion through acceptable performance and 2-way communication. Prerequisite: ((At least 30 credit hours completed; at least a 2.5 cumulative GPA; must be a Journalism major, Advertising and Public Relations major, Journalism minor, or obtain department consent; completion of JOUR 10303 with a grade of C or better; completion of JOUR 10003 with a grade of C or better or complete and pass the GSP (Grammar, Spelling and Punctuation) test in JOUR 11000 with a 75% or higher) or (At least 30 credit hours completed; at least a 2.5 cumulative GPA; must be a Journalism major, Advertising and Public Relations major, Journalism minor, or obtain department consent; must have completed at least 6 credit hours in JOUR courses, each with a grade of C or better.); No in-progress credit hours accepted. (Typically offered: Fall and Spring)

### **ADPR 41003. Crisis Public Relations. 3 Hours.**

Studies the role of strategic public relations practice in crisis management and communication. Examines how to understand different types of crises, prepare for a crisis, how to select and implement appropriate crisis public relations tactics, and how to restore or enhance an organization's image after a crisis. Prerequisite: Junior Standing. (Typically offered: Spring)

### **ADPR 41403. Public Relations Writing. 3 Hours.**

Instructional and writing practice to develop the professional-level writing skills required of public relations practitioners. Emphasizes different approaches required for different audiences and media. Prerequisite: Minimum of 60 credit hours completed, 2.5 cumulative GPA, ADPR major, and completion of ADPR 37203 and ADPR 37403, each with a grade of B or better. (Typically offered: Fall and Spring)

### **ADPR 44203. Creative Strategy and Execution. 3 Hours.**

The creation of advertising copy and layout for the mass media with emphasis on strategy, the written message, and the physical appearance for the advertisement. Includes laboratory component. Prerequisite: Minimum of 60 credit hours completed, 2.5 cumulative GPA, ADPR major, and completion of ADPR 37203 with a grade of B or better. (Typically offered: Fall and Spring)

### **ADPR 44503. Media Planning & Strategy. 3 Hours.**

Includes the study of media characteristics, market research, media strategies, media analysis, media-market measurements and the development of media plans. Emphasis is placed on the analysis of major mass media and digital strategies, tactics, and planning. Prerequisite: Minimum of 60 credit hours completed, 2.5 cumulative GPA, ADPR major, and completion of ADPR 37203 and ADPR 37403, each with a grade of B or better. (Typically offered: Fall and Spring)

### **ADPR 44603. Campaigns. 3 Hours.**

Applying advertising principles and techniques to preparation of a complete campaign; determining agency responsibilities, marketing objectives and research, media mix, and creative strategy. Emphasis also given to campaign presentation delivery, utilizing audio and visual techniques. Prerequisite: ADPR 37203 and ADPR 37403, each with a grade of B or better, ADPR major, and 2.5 overall GPA. (Typically offered: Fall and Spring)

### **ADPR 44703. Account Planning. 3 Hours.**

An introduction to applied advertising research and account planning. Integrate consumers' perspectives into creative strategy to developing brand stories for clients. Write creative briefs, positioning statements and prepare copy-testing research instruments to evaluate messages. Utilize consumer research for creating messages for diverse cultures. Prerequisite: Minimum of 60 credit hours completed, 2.5 cumulative GPA, ADPR major, and completion of ADPR 37203 and ADPR 37403, each with a grade of B or better. (Typically offered: Fall and Spring) This course is cross-listed with AAST 44703.

### **ADPR 44803. Multiculturalism in Advertising and Public Relations. 3 Hours.**

Seminar course involving the critical examination of the major cultural, social, political, economic, ethical and persuasion theories and/or issues relevant to advertising and public relations. (Typically offered: Fall)