

Adverti / Public Relations

APR 221 Advertising Principles 3 cr

This course introduces the field of advertising. It focuses specifically on how advertising blends with public relations and marketing tactics to create strategic brand communication messages and techniques to maximize consumer engagement and return on investment (ROI). Pre-requisite: CA 101 Minimum Grade of D.

APR 224 Public Relations Principles 3 cr

The field of public relations is a tactically profession. PR professionals conduct research, write news releases, pitch news stories, manage social media content, deal with the media, coordinate special events and counsel upper management as to appropriate PR strategies. They must also be able to plan strategically and manage budgets. This course is the study of professional PR practices. Pre-requisite: CA 101 Minimum Grade of D.

APR 271 Strategic Publication Design 3 cr

Course focuses on the approaches of visual communication to strategically reach target audiences and meet an organization's mission brand and communication specific goals. This involves the use of modern industry software tools to apply the concepts and techniques of basic design principles, color, typography, layout and graphics in the planning and development of publications and design pieces. Computer Fee. Pre-requisite: (APR 224 Minimum Grade of D or CA 224 Minimum Grade of D).

APR 321 Media Planning 3 cr

Students develop an understanding of planning traditional and digital media as a part of an integrated brand communication strategy. The course concentrates specifically on how media work together strategically to shape consumers' brand experiences across media platforms. Fee. Pre-requisite: CA 220 Minimum Grade of C and (APR 224 Minimum Grade of C or CA 224 Minimum Grade of C).

APR 322 Creative Strategy - W 3 cr

Creative Strategy focuses on the theoretical foundations of creative strategic thinking in advertising and visual communication. The course concentrates on writing effective copy for traditional and digital media as part of a strategic brand communication campaign. Computer Fee. Pre-requisite: (APR 224 Minimum Grade of D or CA 224 Minimum Grade of D).

APR 323 Sports PR 3 cr

Study of the role of public relations in sports, particularly as it relates to strategic communication. Discussion topics include the sports organization - media relationship, organizational media (traditional and digital), the legal and ethical dimensions of sport, and crisis communication. Fee. Pre-requisite: (APR 224 Minimum Grade of D or CA 224 Minimum Grade of D).

APR 324 Strategic Writing - W 3 cr

Strategic Writing focuses on understanding writing styles and formats of different communication media for maximum message impact. This involves crafting written messages for specific target audiences, selecting appropriate media and the adaptation of writing style and tone. Emphasis is placed on strategic, concise and effective writing. Computer Fee. Pre-requisite: CA 220 Minimum Grade of C and (APR 224 Minimum Grade of D or CA 224 Minimum Grade of D).

APR 325 Applied Comm Workshop 3 cr

A workshop stressing practical applications of the principles and theories of communication disciplines to those settings and problems in the world of work that are of special interest to the students enrolled. Fee.

APR 326 P.R. & Non-Profit Fundraising 3 cr

Public Relations and Non-Profit Fundraising provides an understanding of how organizations use public relations to build mutually beneficial relationships between organizations and their public to achieve their philanthropy goals through effective fundraising. Pre-requisite: (APR 224 Minimum Grade of D or CA 224 Minimum Grade of D).

APR 371 Branding & Visual Messages 3 cr

The focus of this course examines the understanding of how to build, measure and manage a brand from visual conception. Emphasis is on the visual aspects of brand management from the creative power of visual branding through research and visual strategy development and theories. Advanced areas of digital and/or print media are used in creative development and execution of persuasive and effective messages. Computer Fee. Pre-requisite: (APR 271 Minimum Grade of D or CA 271 Minimum Grade of D).

APR 384 Account Management 3 cr

Students learn the account service function in an advertising agency. They develop an understanding of the account manager's role by focusing on the inter-relationships between the account manager, creative, media planners, and other agency specialists. Requires Junior or Senior standing. Computer fee. Pre-requisite: (APR 224 Minimum Grade of D or CA 224 Minimum Grade of D).

APR 470 Digital Media & Analytics 3 cr

Digital media play a key role in campaigns and the daily work of marketing, advertising and public relations professionals. This course will integrate the growing research in the area with the digital media practices in these industries. It will focus on the three underpinnings of a successful digital media strategy: Listening, engagement, and analytics.

Pre-requisite: (APR 224 Minimum Grade of C or CA 224 Minimum Grade of C) and CA 300 Minimum Grade of C and (APR 321 Minimum Grade of C or CA 321 Minimum Grade of C).

APR 471 Prof & Creative Portfolio 3 cr

This course focuses on how to conceptualize and develop a professional and creative portfolio by creating a campaign spanning digital mass communication. Students examine the advertising creative industry from the perspectives of the media designer, freelancer, and entrepreneur while centering on the tools, techniques, principles, methods, strategies and practical skills needed to build an inspired portfolio. Computer Fee.

Pre-requisite: (APR 371 Minimum Grade of D or CA 371 Minimum Grade of D).

APR 474 Consumer Sales Promotion 3 cr

This course explores the role, function, planning and implementation of sales promotion in the brand communication process. Topics include contests, coupons, price discounts, sampling, and sweepstakes as well as the legal regulation of sales promotions. Computer Fee.

Pre-requisite: (APR 224 Minimum Grade of D or CA 224 Minimum Grade of D).

APR 485 Cases in Strategic Comm 3 cr

Students study how strategic communication campaigns in the advertising and public relations fields have developed opportunities, strengthen relationships and solved problems through research, planning, communication, and evaluation. Using the case study approach, cases focus on strategic management, planning, decision-making and policy formation of the integration of strategies and tactics. Fee.

Pre-requisite: CA 300 Minimum Grade of D and (APR 324 Minimum Grade of D or CA 324 Minimum Grade of D). CA 300 and APR 324 can be taken concurrently with this course.

APR 486 Strategic Campaigns 3 cr

Students apply strategies and techniques in executing a professional strategic communication campaign for a corporate, nonprofit, association and/or government client. This involves research, audience analysis, objectives, tactics, planning, messaging, media strategies, communication, creative development, budgeting and evaluation. Fee.

Pre-requisite: (APR 271 Minimum Grade of D or CA 271 Minimum Grade of D) and (APR 321 Minimum Grade of D or CA 321 Minimum Grade of D).

APR 487 Tideline Agency 3 cr

This course allows students to execute strategic communication plans and creative materials for multimedia advertising and public relations campaigns for select clients in an agency setting. Students will learn and apply basic concepts involved in a working ad agency startup. Requires a minimum overall GPA of 3.0 and instructor permission. Technology fee.