

ADVERTISING, PUBLIC RELATIONS AND MEDIA DESIGN

The Department of Advertising, Public Relations and Design (APRD) offers the graduate programs listed below.

The MA in Corporate Communication (<https://www.colorado.edu/cmci/aprd/macc/>) is an online professional master's degree designed for early and mid-career professionals who want to advance their career in corporate communication in an increasingly globalized corporate environment. It is well-suited for corporate communication practitioners in business, governmental and non-governmental organizations, as well as mid-career professionals from allied disciplines such as journalism, advertising and marketing who want to switch to corporate communication jobs due to increased demand in this sector. The program's coursework blends conceptual knowledge and practical techniques to make students invaluable and nimble communicators in a globally relevant profession.

The MA in Strategic Communication Design (<https://www.colorado.edu/cmci/STCMstudio/>) (MSCD) is an immersive 39-credit hour program typically completed in a full calendar year. Located in a state-of-the-art studio in the heart of Boulder's entrepreneurial tech community, the MSCD is entirely project-based. With the guidance of industry-driven instructors, our students leverage design's potential as a critical problem-solving tool in a rapidly changing world. This human-centered program evolves students into branding design and entrepreneurial professionals through innovative, intensive, and progressive learning experiences. MSCD graduates have been appointed to leadership design positions in top companies, including Google, Apple, Uber, Saatchi and Saatchi, Twitter and Dropbox—to name just a few.

Strategic Communication is a distinct track of the PhD in Media Research and Practice (<https://www.colorado.edu/cmci/aprd/phd/>) program. Students gain an understanding of scholarship through coursework, independent studies and research assistantships that explore theories and methods that shape strategic communication research. We welcome and appreciate both qualitative and quantitative approaches to research. The program emphasizes how theory informs practice, critically analyzing how advertising and public relations operate in ways that can—or could—constructively contribute to the successful, ethical and resilient functioning of society. Students taking this track focus their research and teaching in the areas of advertising, public relations and various types of promotional communication such as health communication, political communication, social media and video gaming.

The department actively encourages students to enroll in courses offered both within and outside CMDI and APRD graduate course are open to students in other units.

Course codes for these programs are CCOM and APRD.

Master's Degrees

- Corporate Communication - Master of Arts (MA) (<https://catalog.colorado.edu/graduate/colleges-schools/communication-media-design-information/programs-study/advertising-public-relations-media-design/corporate-communication-master-arts-ma/>)

- Strategic Communication Design - Master of Arts (MA) (<https://catalog.colorado.edu/graduate/colleges-schools/communication-media-design-information/programs-study/advertising-public-relations-media-design/strategic-communication-design-master-arts-ma/>)

Doctoral Degree

- Media Research and Practice - Doctor of Philosophy (PhD) (<https://catalog.colorado.edu/graduate/colleges-schools/communication-media-design-information/programs-study/media-studies/media-research-practice-doctor-philosophy-phd/>)

Faculty

While many faculty teach both undergraduate and graduate students, some instruct students at the undergraduate level only. For more information, contact the faculty member's home department.

Barrett, Bridget (https://experts.colorado.edu/display/fisid_173429/)
Assistant Professor; PhD, University of North Carolina at Chapel Hill

Cheval, Melinda Kiger
Associate Teaching Professor Emerita

Doty, Dawn (https://experts.colorado.edu/display/fisid_158312/)
Associate Teaching Professor; MA, Johns Hopkins University

Duncan, Thomas R.
Professor Emeritus

Elliston, Diane
Assistant Teaching Professor; MFA, Claremont Graduate University

Fisher, Jolene (https://experts.colorado.edu/display/fisid_158335/)
Associate Chair, Associate Professor; PhD, University of Oregon

Gangadharbatla, Harsha (https://experts.colorado.edu/display/fisid_153279/)
Professor; PhD, University of Texas at Austin

Gillette, Jeff
Assistant Teaching Professor; MS, Virginia Commonwealth University

Greenan, LoriBeth
Assistant Teaching Professor; MS, New York University

Hopp, Toby (https://experts.colorado.edu/display/fisid_157745/)
Associate Professor; PhD, University of Oregon

Iyer, Pooja
Assistant Professor; PhD, University of Texas at Austin

Khedekar, Deepti (https://experts.colorado.edu/display/fisid_174027/)
Assistant Teaching Professor; PhD, University of Colorado Boulder

Kim, WooJim
Assistant Professor; PhD, University of Illinois at Urbana-Champaign

Labrecque, Joseph (https://experts.colorado.edu/display/fisid_165806/)
Assistant Teaching Professor; MA, University of Denver

Lee, Sangwook
Assistant Professor; PhD, Pennsylvania State University

Lee, Seow Ting (https://experts.colorado.edu/display/fisid_157994/)
Professor; PhD, University of Missouri–Columbia

Ligon, Dan (https://experts.colorado.edu/display/fisid_158313/)
Associate Teaching Professor; MFA, Brown University

Logan, Kelty Irene (https://experts.colorado.edu/display/fisid_147340/)
Associate Professor Emerita

Morehouse, Jordan (https://experts.colorado.edu/display/fisid_173434/)
Assistant Professor; PhD, University of North Carolina Chapel Hill

Moriarty, Sandra E.
Professor Emerita

Nottoli, David (https://experts.colorado.edu/display/fisid_164356/)
Assistant Teaching Professor; MBA, University of Illinois at Urbana-Champaign

Peterson, Loni
Assistant Teaching Professor; MA, University of Denver

Robbs, Brett
Professor Emeritus

Schauster, Erin E. (https://experts.colorado.edu/display/fisid_156310/)
Associate Chair, Associate Professor; PhD, University of Missouri–Columbia

Slayden, David Lee (https://experts.colorado.edu/display/fisid_113297/)
Associate Professor; PhD, Indiana University Bloomington

Sriramesh, Krishnamurthy (https://experts.colorado.edu/display/fisid_163947/)
Professor; PhD, University of Maryland College Park Campus

St. John, Burton (https://experts.colorado.edu/display/fisid_163948/#teaching)
Faculty Director, Professor; PhD, Saint Louis University

Tashakori, Parisa (https://experts.colorado.edu/display/fisid_166723/)
Faculty Director, Assistant Teaching Professor; MA, Islamic Azad University (Iran)

Vargo, Christopher (https://experts.colorado.edu/display/fisid_158320/)
Associate Professor; PhD, University of North Carolina

Wang, Mia (https://experts.colorado.edu/display/fisid_173497/)
Assistant Professor; PhD, University of Illinois at Urbana-Champaign

Weaver, Kay (https://experts.colorado.edu/display/fisid_167189/)
Chair, Professor; PhD, University of Stirling (Scotland)

Willis, Erin (https://experts.colorado.edu/display/fisid_156068/)
Associate Professor; PhD, University of Missouri–Columbia

Young, Morgan (https://experts.colorado.edu/display/fisid_159842/)
Assistant Teaching Professor; M.A., George Washington University

Courses

APRD 5001 (3) Foundations of Brand Design

Focuses on the challenges of designing brands targeted at customer needs and desires. Working through a series of projects, students learn both the theory and practice of identifying brand opportunities, idea generation, global design strategies, testing, and brand launch. Graduate students from other departments who have the appropriate background may be allowed to register on a space-available basis with consent of the Program Director.

Requisites: Restricted to graduate students in Strategic Communication Design (STCM-MAP)

Grading Basis: Letter Grade

APRD 5002 (3) Foundations of Experience Design

Introduces the mindset, skills, and methodologies that are core to the practice of human-centered design in digital environments. By applying different design methods and applications across UX, UI, and IxD capabilities, students will learn to design a holistic experience and develop creative problem-solving skills using interaction design principles, design thinking, and customer journey mapping. Graduate students from other departments who have the appropriate background may be allowed to register on a space-available basis with consent of the Program Director.

Requisites: Restricted to graduate students in Strategic Communication Design (STCM-MAP)

Grading Basis: Letter Grade

APRD 5003 (3) Advanced Brand Design

Builds on core concepts introduced in APRD 5001 by expanding executional skillsets and conceptual frameworks through the development of a unified theory of branding. This course encourages students to establish their core principles as art directors and visual designers. They will learn how to create opportunities for complex, meaning-centered relationships between people and products through research, strategic definition, identity development, expression, communication, and behavioral analysis.

Requisites: Restricted to graduate students in Strategic Communication Design (STCM-MAP)

Grading Basis: Letter Grade

APRD 5004 (3) Designing the Customer Journey

Focuses on bridging the gap between designing digital products and understanding the customer journey as they utilize those products. Using concepts and applications introduced in APRD 5002, students will learn to integrate prototyping activities, along with research and testing techniques, into every stage of the design process to quickly adapt designs based on customer feedback and testing insights. Topics include journey mapping, user research methods and high/low fidelity prototyping.

Requisites: Restricted to graduate students in Strategic Communication Design (STCM-MAP)

Grading Basis: Letter Grade

APRD 5006 (3) Design for Startups

Introduces the basic concepts of entrepreneurship as a discipline, with special emphasis given to the ways that design and creativity impact the entrepreneurial process and how designers can meaningfully engage in a startup studio environment. With a broad overview of early-stage entrepreneurial activities, this course prepares students to create a new business, work for a startup, or launch a new venture within an existing organization. Graduate students from other departments who have the appropriate background may be allowed to register on a space-available basis with consent of the Program Director.

Requisites: Restricted to graduate students in Strategic Communication Design (STCM-MAP)

Grading Basis: Letter Grade

APRD 5008 (3) Designing for Scale

Tailored specifically for designers and creative professionals, this course highlights the role that design plays in driving measurable business results for organizations. With the ROI-driven strategic mindset required in today's competitive landscape, students learn essential business skills needed to deliver not only exceptional design but also measurable impacts for brands and businesses.

Requisites: Restricted to graduate students in Strategic Communication Design (STCM-MAP)

Grading Basis: Letter Grade

APRD 5009 (3) Principles of Visual Design

Examines essential principles that drive innovation and creativity in the design field. Through hands-on projects and critical analysis of historical and contemporary creative communication trends, students work on developing their own design philosophy and visual aesthetic. By the end of the course, students should have the expertise needed to craft compelling, impactful visual design solutions that make branding more engaging and effective. Graduate students from other departments who have the appropriate background may be allowed to register on a space-available basis with consent of the Program Director.

Requisites: Restricted to graduate students in Strategic Communication Design (STCM-MAP)

Grading Basis: Letter Grade

APRD 5011 (3) Digital Design Portfolio

Dedicated to the meticulous curation of an industry-ready professional portfolio. Students receive guidance in crafting their online digital portfolios and fostering professional development tailored to their post-graduation career aspirations. Interaction with industry professionals and successful program alumni allows students to gain valuable advice, tips, and feedback to enhance their portfolios.

Requisites: Restricted to graduate students in Strategic Communication Design (STCM-MAP)

Grading Basis: Letter Grade

APRD 5012 (3) Entrepreneurial Design

Equips students with the tools, strategies, and knowledge necessary to thrive in entrepreneurial business environments. Students will develop a practical understanding of how to validate business strategies by applying the principles of human-centered design and iterative design culture. Practical skills, especially business prototyping, are honed to ensure that students can apply their knowledge in real-world situations and make a profound impact on startup success.

Requisites: Restricted to graduate students in Strategic Communication Design (STCM-MAP)

Grading Basis: Letter Grade

APRD 5014 (3) Advanced Tools for Interaction Design

Introduces advanced practices and tools of the digital design profession with an emphasis on preparing students for the increasingly sophisticated nature of modern digital product design. Students get an overview of the architecture of design systems, gain an understanding of what a design system means across different industries and design practices, and learn to build their own design system.

Requisites: Restricted to graduate students in Strategic Communication Design (STCM-MAP)

Grading Basis: Letter Grade

APRD 5015 (3) Brand Design for Sustainable Futures

An in-depth look at the challenges of designing for sustainability by moving students beyond the confines of a standard project brief to examine the purpose and implications of a brand or service's existence. Immersed in design ethics and the power of visual communication, students will gain the expertise to design with purpose and intention, and to align with circular economy principles to reduce waste and pollution.

Requisites: Restricted to graduate students in Strategic Communication Design (STCM-MAP)

Grading Basis: Letter Grade

APRD 5018 (3) Innovative Technologies for Design

Explores the fusion of design, technology, and coding. The course aims to prepare students to seamlessly integrate technology into design work that addresses real-world challenges. Topics covered in this course include virtual reality, augmented reality, data visualization, and foundational skills in web development using JavaScript, HTML and CSS, and contemporary AI capabilities.

Requisites: Restricted to graduate students in Strategic Communication Design (STCM-MAP)

Grading Basis: Letter Grade

APRD 5020 (3) Design Leadership

Explores the art of using design to drive innovation, impact, and change. Through collaboration and empathy, students will discover the power of design to bring people together to create meaningful solutions to real world problems. From managing design teams, project management processes, product development models, and organizational design, students will gain the skills needed for managing design in today's complex world and discover how to work effectively with others across disciplines and sectors to create impact at scale.

Requisites: Restricted to graduate students in Strategic Communication Design (STCM-MAP)

Grading Basis: Letter Grade

APRD 5841 (1-3) Graduate Independent Study

Repeatable: Repeatable for up to 6.00 total credit hours. Allows multiple enrollment in term.

Requisites: Restricted to graduate students only.

APRD 5851 (1-6) Graduate Professional Project

Repeatable: Repeatable for up to 6.00 total credit hours.

Requisites: Restricted to graduate students only.

APRD 5931 (1-3) Internship

Repeatable: Repeatable for up to 3.00 total credit hours.

Requisites: Restricted to graduate students only.

APRD 6871 (1-3) Special Topics

Graduate special topics. Topics vary by instructor and semester.

Repeatable: Repeatable for up to 15.00 total credit hours. Allows multiple enrollment in term.

Requisites: Restricted to graduate students only.

APRD 6940 (1) Master's Candidate for Degree

Registration intended for students preparing for a thesis defense, final examination, culminating activity, or completion of degree.

Requisites: Restricted to graduate students only.

APRD 6951 (1-6) Master's Thesis

Repeatable: Repeatable for up to 6.00 total credit hours.

Requisites: Restricted to graduate students only.

APRD 7001 (3) ProSeminar in Mass Communication Theory 1

Discusses prominent theoretical and methodological points of view in journalism studies and strategic communication that range from social science to critical studies to the humanities. The premise is that methods are driven by research questions, so there is no best way to conduct research. You should leave this course with an understanding of how to address various mass communication phenomena.

Equivalent - Duplicate Degree Credit Not Granted: JRNL 7001

Requisites: Restricted to graduate students only.

Grading Basis: Letter Grade

APRD 7002 (3) Research Design

Adopts a holistic and creative approach to bridging theory with method for the purpose of research design. Students learn how to bridge theory and method, exploring research designs that effectively address research questions and hypotheses through elaboration of theoretical and operational linkages.

Equivalent - Duplicate Degree Credit Not Granted: JRNL 7002

Requisites: Requires prerequisite courses of APRD 7001, APRD 7003, APRD 7051 and APRD 7061 (all minimum grade C-). Restricted to graduate students only.

Grading Basis: Letter Grade

APRD 7003 (3) ProSeminar in Mass Communication Theory II

Continues introducing and discussing theoretical and methodological points of view in areas of communication, journalism and persuasion.

Discusses the most important qualitative and quantitative methodological points of view, and from theoretical viewpoints that range from social science to critical studies. The idea is to develop an appreciation for theories and methodologies that can be employed depending upon the research question.

Equivalent - Duplicate Degree Credit Not Granted: JRNL7003

Requisites: Restricted to graduate students only.

Grading Basis: Letter Grade

APRD 7004 (1) Doctoral Professionalization Seminar

Introduces you to the university and gives you a chance to think out loud about what your academic future might look like. The course is designed to be responsive to your needs regarding your career, getting a job, getting tenure and teaching. In short, the course prepares you for a career in academia.

Equivalent - Duplicate Degree Credit Not Granted: JRNL 7004

Repeatable: Repeatable for up to 4.00 total credit hours.

Requisites: Restricted to graduate students only.

Grading Basis: Letter Grade

APRD 7010 (3) Qualitative Interviewing as a Research Method

Develops the necessary skills to conceptualize, plan, and execute interview-based research projects. Covers topics such as brainstorming and implementing a research idea, formulating research questions, designing a thorough research plan, navigating the IRB, recruiting participants, creating the interview guide, conducting interviews, and analyzing and writing up data. Course also examines reflexivity and ethical issues that are inherent in interview studies, especially ones involving certain populations.

Equivalent - Duplicate Degree Credit Not Granted: JRNL 7010

APRD 7011 (3) Seminar in Strategic Public Relations

Analyzes the various dimensions of public relations based on scholarship. The seminar seeks to expose students to key public relations specialties such as issues management, risk and crisis communication, corporate social responsibility, communication campaigns, public diplomacy. It also aims to train students to recognize public relations as a strategic practice that can contribute significantly to organizational effectiveness and social good.

Equivalent - Duplicate Degree Credit Not Granted: JRNL 7011

Requisites: Restricted to graduate students only.

Grading Basis: Letter Grade

APRD 7012 (3) Ethnography and Media

Provides a ¿how to¿ concerning the intersection of ethnography and the media. During which, the course examines the epistemology of fieldwork. We will critically examine aspects and approaches to doing and writing ethnography, including with and without social science theory. We will discuss the challenges of entering, being in, and leaving the field. And we will explore data collection techniques.

Equivalent - Duplicate Degree Credit Not Granted: JRNL 7012

Requisites: Restricted to graduate students only.

Grading Basis: Letter Grade

APRD 7013 (3) Mixed Research Methods

Examines the practice of mixed-methods research in the social sciences with an emphasis on the pragmatic considerations necessary for such projects. The class will discuss the development and execution, the analyses of data obtained, and the practical tools required for such studies. Throughout the course, students will examine and discuss specific applications of mixed methods research.

Equivalent - Duplicate Degree Credit Not Granted: JRNL 7013

Requisites: Restricted to graduate students only.

Grading Basis: Letter Grade

APRD 7014 (3) Experimental Design

Introduces all facets of experimental design for studies of forms of communication. This course study experiments, both for your own research and to help you evaluate the work of others, and provide an overview of research in the field and the various ways in which media can be utilized in experimental research. This is a hands-on, nuts-and-bolts methods course. You will not only learn about the various theories and methodologies, but also implement your own.

Equivalent - Duplicate Degree Credit Not Granted: JRNL 7014

Requisites: Requires prerequisite course of JRNL 7061 or APRD 7061 (minimum grade D-). Restricted to graduate students only.

APRD 7020 (3) The Public Sphere

Investigates the role media play in the public sphere and democratic practices. Does media facilitate support or opposition to political and economic policies and cultural frames that become part of publics? Which institutions best inform publics and why? This course traces the development of U.S. and selected international media institutions. We analyze and debate the relationship of differing media content to political power, freedom of critical inquiry, and the facilitation or inhibition of democratic practices.

Equivalent - Duplicate Degree Credit Not Granted: JRNL 7020

Requisites: Restricted to graduate students only.

Grading Basis: Letter Grade

APRD 7021 (3) Science Communication

Focuses on mass communication of issues related to science and follows two lines of inquiry. The seminar takes a cultural perspective, and explores the concept of scientific uncertainty in media. It will use these as a springboard for examining how we use media to conceptualize science, environment, health, etc., and how that impacts the way we live on this planet.

Equivalent - Duplicate Degree Credit Not Granted: JRNL 7021

Requisites: Restricted to graduate students only.

Grading Basis: Letter Grade

APRD 7030 (3) Media Sociology

Examines a range of theories for how media messages and media institutions turn out the way they do. `Media sociology; refers to theorizing about the media as the `dependent variable; even though many of the `independent variables; explored are not narrowly sociological. It connects media actors, organizations, and institutions to sociological concepts such as socialization, interaction, roles, and structures.

Equivalent - Duplicate Degree Credit Not Granted: JRNL 7030

Requisites: Restricted to graduate students only.

Grading Basis: Letter Grade

APRD 7031 (3) Media Ethics

Explores the psychological structures and processes that come into play as individuals interpret moral problems, and formulate, select and execute a moral action in response. The seminar will explore the work of Jean Piaget, Lawrence Kohlberg, and James Rest, among others, and apply moral psychology theories and methods to contemporary issues and cases in media professions.

Equivalent - Duplicate Degree Credit Not Granted: JRNL 7031

Requisites: Restricted to graduate students only.

Grading Basis: Letter Grade

APRD 7034 (3) Health Communication

Advanced seminar that examines and critiques the literature on health communication in two specific areas: news about health and its impact on individuals, and health promotion campaigns.

Equivalent - Duplicate Degree Credit Not Granted: JRNL 7034

Requisites: Restricted to graduate students only.

APRD 7051 (3) Qualitative Research Methods

Provides a survey of various qualitative modes of inquiry, attending to the philosophical, conceptual, and practical foundations of qualitative research in media, communication, and information. The course is designed to support students in developing a critical understanding of the different considerations in and stages of qualitative research, including the development of research questions, theoretical and conceptual frameworks, methodological approaches, data collection, data analysis, and assessment of reliability and validity of qualitative data. Previously offered as a special topics course.

Equivalent - Duplicate Degree Credit Not Granted: JRNL 7051

Requisites: Restricted to graduate students only.

Grading Basis: Letter Grade

APRD 7061 (3) Quantitative Research Methods

Introduces graduate students to concepts and applications in quantitative research methods. The course prepares students for dissertation writing through hands-on experience in developing research designs and conducting independent quantitative research.

Equivalent - Duplicate Degree Credit Not Granted: JRNL 7061

Grading Basis: Letter Grade

APRD 7062 (3) Advanced Statistical Analysis for Mass Communication

Provides instruction on the following topics: ordinary least squares regression, statistical mediation and moderation, path analysis, count and categorical data modeling, and factor analysis.

Equivalent - Duplicate Degree Credit Not Granted: JRNL 7062

Requisites: Requires prerequisite course of APRD 7061 or JRNL 7061 (minimum grade D-).

Grading Basis: Letter Grade

APRD 7063 (3) Text Analytics for Computational Mass Communication Research

This course tackles advanced advertising and marketing analytics through three advanced methods aimed at solving these problems: text classification, text topic modeling, and semantic network analysis. Each key area will involve a deep dive into the leading computer science methods aimed at solving these methods using Python. Students will walk through conceptual overviews of the methods, and dive into real-world datasets through instructor-led tutorials. Students will also conduct a major project for each of the 3 key methods.

Equivalent - Duplicate Degree Credit Not Granted: JRNL 7063

Requisites: Requires prerequisite course of APRD 7061 or JRNL 7061 (minimum grade D-).

Grading Basis: Letter Grade

APRD 7133 (3) Digital Games

Seminar that explores digital games, analog games, and play, and looks at the relatively new field of game studies; the field has moved toward issues of culture and social justice.

Requisites: Restricted to doctoral students.

APRD 7841 (1-3) Independent Study

Provides opportunities for independent study and research on the graduate level. Students perform independent research under faculty supervision.

Repeatable: Repeatable for up to 9.00 total credit hours. Allows multiple enrollment in term.

Requisites: Restricted to APRD doctoral students only.

Grading Basis: Letter Grade

APRD 7871 (3) Special Topics

Repeatable: Repeatable for up to 15.00 total credit hours. Allows multiple enrollment in term.

Requisites: Restricted to graduate students only.

APRD 7880 (3) Persuasion Theory

This seminar acts as an overview of psychological knowledge as it pertains to capturing consumer insight, and includes a consideration of how the brain works, what factors influence consumer choice, and a critical evaluation of psychological assessment tools.

Equivalent - Duplicate Degree Credit Not Granted: JRNL 7880

Requisites: Restricted to graduate students only.

APRD 8991 (1-10) Doctoral Dissertation

Dissertation research and writing. A minimum of 30 hours is required.

Repeatable: Repeatable for up to 40.00 total credit hours.

Requisites: Restricted to PhD students only.

MDRP 7871 (3) Special Topics

Special topics.

Repeatable: Repeatable for up to 15.00 total credit hours. Allows multiple enrollment in term.

Requisites: Restricted to graduate students only.