ADVERTISING, PUBLIC RELATIONS AND MEDIA DESIGN

Advertising, Public Relations and Media Design (APRD) strives to produce leaders in strategic communication who are grounded in analytical and strategic management thinking and who equally understand the tactical and creative requirements of running professional communication campaigns. We believe in amplifying our students' curiosity, increasing their tolerance for risk and encouraging them to look at life and a career with an entrepreneur's eye for opportunity. APRD is committed to providing students with the necessary skills and techniques to think strategically, critically, adapt, create and above all lead in a rapidly changing media world.

Our goal is to help students acquire the kind of in-depth expertise in at least one area of strategic communication and design that will enable them to generate ideas and solve problems for a variety of organizations, including but not limited to advertising agencies, public relations consultancies, publishing and design firms, nonprofits, start-ups and personal ventures. We produce graduates who are forward-looking and have a deep interest in and knowledge of diverse cultures both within the United States and throughout the world.

Advertising, Public Relations and Media Design actively encourages students to enroll in courses offered both within and outside CMCI. Similarly, many of our courses are open to students in other units on the grounds that strategic communication and the planning process can solve problems in a wide variety of disciplines.

Course code for this program is APRD.

Bachelor's Degree

- Strategic Communication - Bachelor of Science (BS) (https://catalog.colorado.edu/undergraduate/colleges-schools/media-communication-information/programs-study/advertising-public-relations-media-design/strategic-communication-bachelor-science-bs/)

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.

Doty, Dawn (https://experts.colorado.edu/display/fisid_158312/)
Senior Instructor; MA, Johns Hopkins University

Duncan, Thomas R.
Professor Emeritus

Elliston, Diane
Instructor; MFA, Claremont Graduate University

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

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

Griffin, Glenn (https://experts.colorado.edu/display/fisid_159490/)
Associate Professor; PhD, University of Texas at Austin

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

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

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/)
Senior Instructor; MFA, Brown University

Logan, Kelty Irene (https://experts.colorado.edu/display/fisid_147340/)
Associate Professor Emerita; PhD, University of Texas at Austin

Moriarty, Sandra E.
Professor Emerita

Nottoli, David
Instructor; MBA, University of Illinois, Urbana Champaign

Robbs, Brett
Professor Emeritus

Schauster, Erin E. (https://experts.colorado.edu/display/fisid_156310/)
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/)
Instructor; MA, Islamic Azad University (Iran)

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

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
Instructor; MA, George Washington University

Courses

APRD 1003 (3) Principles of Strategic Communication
Introduces the foundations, nature, and practices of advertising and public relations and the various industry functions - including account management, market research, account planning, media planning, creative strategy, creative execution, branding, image reputation and crisis management. This course offers historical, organizational, financial, creative and critical perspectives concerning strategic communication.
Requisites: Restricted to students with 65 units or less completed.
Grading Basis: Letter Grade

APRD 1004 (1) Fundamentals of Grammar
Teaches students the basic rules of grammar, punctuation, word choice and sentence structure so that they can write clear and concise messages that convey a desired meaning, apply punctuation in an accurate and effective manner, and differentiate between style conventions.
Grading Basis: Letter Grade

APRD 2001 (3) Strategic Thinking in Advertising and Public Relations
Reviews historical and contemporary views of critical and strategic thinking, as well as strategic practices utilized in advertising, branding, and public relations through the use of readings, exploration of case studies, lectures, individual and group exercises, and client projects.
Requisites: Requires a prerequisite course of APRD 1003 (minimum grade C-). Restricted to students with Strategic Communication (STCM) plan (Majors) or who are On-Track admitted to STCM (POT2).
Grading Basis: Letter Grade

APRD 2004 (3) Introduction to Research Methods and Insights
Provides students with the fundamental skills necessary to develop research-based strategies to address challenges faced by advertising, public relations, and marketing professionals in their efforts to address client communication needs.
Requisites: Requires a prerequisite course of APRD 1003 (minimum grade C-). Restricted to students with Strategic Communication (STCM) plan (Majors) or who are On-Track admitted to STCM (POT2).
Grading Basis: Letter Grade

APRD 2005 (3) Strategic Communication Writing
Introduces students to strategic writing across multiple media platforms and demonstrates the different forms of writing used in the strategic communication subfields. Students will learn strategies for crafting and delivering effective messages to target audiences.
Requisites: Requires prerequisite courses of APRD 1004 and APRD 2001 and APRD 2004 (all minimum grade C-). Restricted to Strategic Communication (STCM) majors only.
Grading Basis: Letter Grade

APRD 2006 (3) Software and Design Applications
Equips students with the practical knowledge and critical skills necessary to effectively employ visual design in advertising and public relations practice. Students will be introduced to both the fundamental principles of graphic design and the technical tools used to bring design ideas to life.
Requisites: Requires prerequisite courses of APRD 1004 and APRD 2001 and APRD 2004 (all minimum grade C-). Restricted to Strategic Communication (STCM) majors only.
Grading Basis: Letter Grade

APRD 3001 (3) Visual Design
Students are introduced to design elements and principles, research and visual storytelling. They are challenged to communicate intellectual, sensory and emotional concepts by learning a visual vocabulary of type, color, and form expressed in a variety of mediums and dimensions.
Requisites: Requires prerequisite courses of APRD 2005 and APRD 2006 (minimum grade C-). Restricted to Strategic Communication (STCM) majors with Media Design (DSN) subplan only.

APRD 3002 (3) Communication Platforms
Concentrates on strategies and tactics advertisers and marketers use to communicate their brand stories to their desired audiences. These include traditional media planning and placement - TV, print, radio, and out-of-home - as well as new areas like digital, social, and experiential approaches to communications. Students will learn how to create, develop, and present communication plans and campaigns in an interactive and fast-paced environment.
Requisites: Requires prerequisite courses of APRD 2005 and APRD 2006 (minimum grade C-). Restricted to Strategic Communication (STCM) majors with Advertising (ADV) subplan only.
Grading Basis: Letter Grade

APRD 3003 (3) Strategic Communication Research Methods
Provides an opportunity to use and master quantitative and qualitative research methods. Students conduct research and analyze data to determine the targets relationship with specific product categories and identify the emotional and practical needs that create brand relationships.
Requisites: Requires prerequisite courses of APRD 2005 and APRD 2006 (minimum grade C-). Restricted to Strategic Communication (STCM) majors with Advertising (ADV) or Public Relations (PRL) subplans only.

APRD 3004 (3) Account Management
Examines managerial and decision making processes of advertising and related brand communication functions. Emphasis on determining opportunities, integrating with other elements of the promotion mix, setting objectives, establishing budgets, and measuring advertising and communication effectiveness.
Requisites: Requires prerequisite courses of APRD 2005 and APRD 2006 (minimum grade C-). Restricted to Strategic Communication (STCM) majors with Advertising (ADV) or Advertising Creative (ADC) subplans only.

APRD 3005 (3) Content Strategy and User Engagement
Explore and understand the importance of content as a brand building tool. Students will gain the ability to use analytics to create strategy that allows the brand to have meaningful and cohesive conversation with its community.
Requisites: Requires prerequisite courses of APRD 2005 and APRD 2006 (minimum grade C-). Restricted to Strategic Communication (STCM) majors with Advertising (ADV) or Public Relations (PRL) subplans only.
Grading Basis: Letter Grade

APRD 3006 (3) History of Advertising
Explores the critical moments in advertising history from the start of the Industrial Revolution through the current post digital era.
Requisites: Requires a prerequisite course of APRD 1003 (minimum grade C-).
Grading Basis: Letter Grade

APRD 3009 (3) Brand Solutions
Explains the value of a brand in a marketing and advertising environment: how to build, manage, and protect a brand. Specific areas covered include what a brand is and why it matters, how a brand creates value, ways to measure and understand the value of a brand, managing new and established brands, and the role of consumer insight in managing a brand.
Requisites: Requires prerequisite courses of APRD 2005 and APRD 2006 (minimum grade C-). Restricted to Strategic Communication (STCM) majors with Advertising (ADV) subplan only.
Grading Basis: Letter Grade

APRD 3010 (3) Consumer Insights
Teaches students how to determine the emotional as well as the practical needs that drive the use of a particular category of products or services. Using a variety of qualitative research methods, as well as survey research, students will learn how to identify consumer insights and brand insights for purposes of building a creative strategy.
Requisites: Requires prerequisite courses of APRD 2005 and APRD 2006 (minimum grade C-). Restricted to Strategic Communication (STCM) majors with Advertising (ADV) subplan only.
Grading Basis: Letter Grade

APRD 3100 (3) User Experience & User Interface Design
Explores how to create and produce effective and engaging designs for dynamic information across a variety of screens while maintaining brand identity. Extending the design principles learned in previous classes, the student will concept for user interfaces (UI) and navigational frameworks that optimize usability and accessibility.
Requisites: Requires prerequisite course of APRD 3001 (minimum grade C-). Restricted to Strategic Communication (STCM) majors with Media Design (DSN) subplan only.

APRD 3102 (3) Story Design I
Explores the development of interactive concepts that meet the strategic brief's brand objectives. Emphasis is placed first on developing strong digital ideals. Students also master the styles appropriate for different digital media and then use those skills.
Requisites: Requires prerequisite of APRD 2005 and APRD 2006 (minimum grade C-). Restricted to Strategic Communication (STCM) majors with Media Design (DSN) subplan only.

APRD 3103 (3) Strategic Writing for Public Relations
Emphasizes communication tactics: How to plan, write, and produce public relations tools; select audience and media; utilize print and electronic media. Focuses on Associated Press style and advanced writing techniques.
Requisites: Requires prerequisite courses of APRD 2005 and APRD 2006 (minimum grade C-). Restricted to Strategic Communication (STCM) majors with Public Relations (PRL) subplan only.
Grading Basis: Letter Grade

APRD 3104 (3) Digital Storytelling for Public Relations
Provides students a new skill set in digital storytelling ideas, production, and analysis. Students will develop the skills to produce creative online stories that will reach strategic audiences. We will look at the changing roles of the storyteller in news, promotion, and public relations while discussing and analyzing media consumption habits that encourage a seamless transition from consumer to creator. This course is designed for public relations students within the strategic communication major.
Requisites: Requires prerequisite courses of APRD 2005 and APRD 2006 (minimum grade C-). Restricted to Strategic Communication (STCM) majors with Public Relations (PRL) subplan only.
Grading Basis: Letter Grade

APRD 3105 (3) Public Relations Strategy and Implementation
Exposes students to concepts in strategic planning and implementation of public relations efforts. Students will come to understand the organization's internal and external communications and identify potential crises in the development of public relations strategy. This class provides an overview of the public relations process and its application to the development of strategy. Students will also understand implementation and evaluation of strategy.
Requisites: Requires prerequisite courses of APRD 2005 and APRD 2006 (minimum grade C-). Restricted to Strategic Communication (STCM) majors with Public Relations (PRL) subplan only.
Grading Basis: Letter Grade

APRD 3112 (3) International Public Relations
Introduces students to the cultural, social and economic issues relevant to strategic communication in the global arena. Provides students with the foundational tools necessary to both understand and effectively navigate the often complex world of strategic intercultural communication. Specific topics will include exploration of the contextual factors that influence public relations practice in different nations/regions, discussion of the various theoretical models that govern global PR practice and critical evaluation of international PR case studies/campaigns.
Requisites: Requires a prerequisite course of APRD 2005 and APRD 2006 (minimum grade C-). Restricted to Strategic Communication (STCM) majors with Public Relations (PRL) subplan only.
Grading Basis: Letter Grade

APRD 3300 (3) Crisis Communication in Public Relations
Explores theories and research related to public relations communication before, during and after a crisis; examines the fundamentals of organizational communication, crisis management and strategic planning.
Requisites: Requires prerequisite course of APRD 2005 and APRD 2006 (minimum grade C-). Restricted to Strategic Communication (STCM) majors with Public Relations (PRL) subplan only.
Grading Basis: Letter Grade

APRD 3301 (3) Social Media Strategies
Emphasis on how social media and internet marketing influence public relations; understand the fundamentals and best practices in social media management, visual communication and mobile applications.
Requisites: Requires prerequisite courses of APRD 2005 and APRD 2006 (all minimum grade C-). Restricted to Strategic Communication (STCM) majors with subplans of Advertising (ADV) or Public Relations (PRL) only.
Grading Basis: Letter Grade

APRD 3302 (3) Case Studies in Public Relations
Designed to help develop and refine critical thinking in selecting, creating and applying tools, techniques and principles of public relations to a variety of managerial cases and problem situations.
Requisites: Requires prerequisite course of APRD 2005 and APRD 2006 (minimum grade C-). Restricted to Strategic Communication (STCM) majors with Public Relations (PRL) subplan only.
Grading Basis: Letter Grade

APRD 3400 (3) Concept Design
Introduces students to Design Thinking and the techniques for designing ideas into concepts. This course will lead students through the design thinking process of 1) Empathize, 2) Define, 3) Ideate, 4) Concept, 5) Prototype, 6) Test. The emphasis will be on the first four steps.
Requisites: Requires prerequisite courses of APRD 2005 and APRD 2006 (minimum grade C-). Restricted to Strategic Communications (STCM) majors with Media Design (DSN) subplan only.
Grading Basis: Letter Grade

APRD 3401 (3) Concept Design II
Building on the fundamentals mastered in APRD 3400 (Concept Design), this course takes design thinking for strategic communication purposes to the next level. Students will tackle projects of greater complexity, designing concepts for: mobile applications, social platforms, interactive experiences, and others. This class prepares the foundation for - and ladders into - APRD 4600 Media Design Portfolio I.
Requisites: Requires prerequisite courses of APRD 2005 and APRD 2006 and APRD 3400 (all minimum grade C-). Restricted to Strategic Communication (STCM) majors with Media Design (DSN) subplan only.

APRD 3402 (3) Video Design
Building upon the fundamentals of the three required Media Design classes (Concept Design, Visual Design, and Story Design), Video Design teaches students how to work within a specific timeline to deliver video for strategic communication purposes that demonstrates understanding of pace, structure, and tempo. Previously offered as a special topics course.
Requisites: Requires prerequisite courses of APRD 2005 and APRD 2006 and APRD 3400 (minimum grade C-). Restricted to Strategic Communication (STCM) majors with Media Design (DSN) subplan only.
Recommended: Prerequisites APRD 3500 or APRD 3001.

APRD 3500 (3) Story Design II
Explores the uses of story and how the design of story must adapt to different platforms and genres, including both short- and long-form narratives, visual narrative, film, personal essay and advertising copy writing.
Requisites: Requires prerequisite course of APRD 2005 and APRD 2006 (minimum grade C-). Restricted to Strategic Communication (STCM) majors with Media Design (DSN) subplan only.
Grading Basis: Letter Grade

APRD 3501 (1) Software Applications 2
Equips students with the critical skills necessary to effectively employ intermediate design software skills in advertising and public relations practice. Students will expand upon existing creative software skills and explore concepts and techniques when working with visual design and media content, motion design, animated compositions, audio and video production, and additional intermediate level topics.
Requisites: Requires prerequisite course of APRD 2006 (minimum grade D-). Requires corequisite course of APRD 3503. Restricted to Strategic Communication (STCM) majors with Advertising Creative (ADC) subplan only.

APRD 3503 (3) Concepting
Teaches techniques and develops personal discipline inherent to the generation of novel, sophisticated creative work based on a solid concept; the distinctive, guiding idea that drives campaign messages. Assignments are evaluated in group critiques and each student completes a final portfolio by semester's end.
Requisites: Requires prerequisite courses of APRD 2005 and APRD 2006 (minimum grade C-). Requires corequisite course of APRD 3501. Restricted to Strategic Communication (STCM) majors with Advertising Creative (ADC) subplan only.
Grading Basis: Letter Grade

APRD 3504 (1) Software Applications 3
Equips students with the critical skills necessary to effectively employ advanced design software skills in advertising and public relations practice. Students will expand upon prior creative software skills and explore advanced concepts and techniques when working with general visual media design, 3D compositing, interactive motion design, user interface design, animation concepts, data-driven visuals, and will explore additional media platforms not covered in previous courses.
Requisites: Requires prerequisite courses of APRD 2006 and APRD 3501 (minimum grade D-). Restricted to Strategic Communication (STCM) majors with Advertising Creative (ADC) subplan only.

APRD 3523 (3) The Art and Strategy of Science Communication: Branding Climate Change
Integrating the science of climate change and science communication with the research, strategy and execution practices of strategic communication (e.g., advertising and public relations).
Equivalent - Duplicate Degree Credit Not Granted: EBIO 3523 and ATLS 3523
Grading Basis: Letter Grade

APRD 4000 (3) Public Relations Event Planning
Introduces students to the planning and execution of special events. Specifically, the course will locate special event planning within the broader context of organizational strategy and will introduce students to project management through proposal development, scheduling, budgeting and evaluation components that underlie successful event production. Will culminate in the execution of a full-scale event near the end of the semester.
Requisites: Requires prerequisite courses of APRD 2005 and APRD 2006 (minimum grade C-). Restricted to Strategic Communication (STCM) majors with Public Relations (PRL) subplan only.
Grading Basis: Letter Grade

APRD 4010 (3) Strategic Health Communication
Introduces students to theory, research and contemporary concerns in health communication. Focuses on strategic communication for public service and public education campaigns related to health. Includes advertising and health promotion, community relations, public service programs, advocacy, online communities and social media management.
Requisites: Requires prerequisite courses of APRD 2005 and APRD 2006 (minimum grade C-). Restricted to Strategic Communication (STCM) majors with Public Relations (PRL) subplan only.
Grading Basis: Letter Grade

APRD 4100 (3) Brands and Culture
Explores the intersection between culture and marketing communication. Students will examine brand communities, brand and category culture as well as popular culture and the impact on and within marketing communication. The goal is for students to become more aware of the importance of culture in the ability of communication to disrupt the status quo within a market.
Requisites: Requires prerequisite courses of APRD 2005 and APRD 2006 (all minimum grade C-). Restricted to Strategic Communications (STCM) majors with a subplan of Advertising (ADV), Advertising-Creative (ADC) or Public Relations (PRL) and at least 70 credits only.
Grading Basis: Letter Grade

APRD 4101 (3) Advertising Media Planning
Examine how owned, earned and paid (or traditional and non-traditional) media campaigns are planned, budgeted, executed and evaluated.
Requisites: Requires prerequisite course of APRD 2005 and APRD 2006 (all minimum grade C-). Restricted to Strategic Communication (STCM) majors with Advertising (ADV) subplan and at least 70 credits only.
Grading Basis: Letter Grade

APRD 4102 (3) Sustainable Brand Practices: Ethics Cases in Advertising and PR
Explore contemporary issues and ethics cases in advertising and public relations and how these practices impact the long-term success of a brand. Students will explore branding concepts and theories of ethics to examine some of the current controversies in which advertising and public relation campaigns are involved and how these issues can be dealt with in an ethical and socially responsible manner.
Requisites: Requires prerequisite courses of APRD 2005 and APRD 2006 (all minimum grade C-). Restricted to Strategic Communications (STCM) majors with a subplan of Advertising (ADV), Advertising-Creative (ADC) or Public Relations (PRL) and at least 70 credits only.
Grading Basis: Letter Grade

APRD 4300 (3) Strategic Communication Analytics and Metrics
Provide students with a base knowledge of analytics and metrics used in strategic communication. Students will learn how to obtain and clean big data, how to analyze and turn it into insights and how to present and communicate insights into actionable recommendations.
Requisites: Requires a prerequisite course of APRD 2005 and APRD 2006 (minimum grade C-). Restricted to Strategic Communication (STCM) majors with a minimum of 70 hours and a subplan of Advertising (ADV) or Public Relations (PRL) only..
Grading Basis: Letter Grade

APRD 4301 (3) Social Media Listening
Provides the practical understanding and application of strategic social media listening from the brand perspective in advertising and public relations, focusing on critical thinking and the ethics of using social media data. Provides students with hands-on experience in industry leading listening tools including Brandwatch, Social Studio, Meltwater and Hootsuite. Equips students with the skills needed to find relevant conversations, uncover insights then apply their perspectives to management for business impact.
Requisites: Requires prerequisite courses of APRD 2005 and APRD 2006 (minimum grade C-). Restricted to Strategic Communications (STCM) majors with Advertising (ADV) or Public Relations (PRL) subplans only.
Grading Basis: Letter Grade

APRD 4302 (3) Marketing Data Visualization
Teaches students how to use data visualization to tell business stories based upon the analysis of marketing and business data. Students will learn basic data concepts, types, and uses. They will explore, summarize, and analyze the data using various techniques and best practices with Tableau Software.
Requisites: Requires prerequisite courses of APRD 2005 and APRD 2006 (minimum grade C-). Restricted to Strategic Communications (STCM) majors with Advertising (ADV) or Public Relations (PRL) subplans only.
Grading Basis: Letter Grade

APRD 4303 (3) Search Advertising Strategies
Build, manage and evaluate digital advertising campaigns for a non-profit organization. Teams of students are assigned a local non-profit and will evaluate, develop, and execute search advertising campaigns for their use. The course also provides a general overview of the search advertising landscape, "paid search." Course prepares students for careers in advertising agencies, media agencies, marketing departments and search consultancies.
Requisites: Requires prerequisite courses APRD 2005, APRD 2006, and APRD 3002 (minimum grade C-). Restricted to Strategic Communication (STCM) majors with Advertising Strategy (ADV) subplan only.
Recommended: Prerequisite APRD 4300.

APRD 4404 (3) Advanced Ad Campaigns NSAC
Work and design an ad campaign for a real world client through the National Student Advertising Competition (NSAC). Students in the course commit to the fall and spring semesters in the same academic year for 6 total credit hours.
Repeatable: Repeatable for up to 6.00 total credit hours.
Requisites: Requires a prerequisite course of APRD 3001 or APRD 3010 or APRD 3105 or APRD 4506 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only with a minimum of 80 hours completed.
Grading Basis: Letter Grade

APRD 4405 (4) Strategic Communication Capstone
Puts into practice knowledge from previous coursework to plan and execute a strategic communication campaign. Students work with others, operating as an agency. Students will develop one or more strategic communication campaigns. In addition, students will practice organizational and leadership skills; design and layout skills; produce a plans book; and pitch the proposed campaigns to the class and the client.
Requisites: Requires prerequisite courses of APRD 3001 or APRD 3010 or APRD 3105 or APRD 4506 (minimum grade C-). Restricted to Strategic Communications (STCM) majors with 85 or more credits.
Grading Basis: Letter Grade

APRD 4406 (3) Advanced PR Campaigns BATEMAN COMPETITION
Offers students the opportunity to develop a PR campaign for the Bateman Competition, PRSSA's national study competition for public relations students. Previously offered as a special topics course.
Repeatable: Repeatable for up to 6.00 total credit hours.
Requisites: Requires prerequisite course of APRD 3103 (minimum grade C-). Restricted to Strategic Communication (STCM) majors with Public Relations (PRL) subplan only and who have completed at least 80 credit hours.

APRD 4501 (3) Design for Social Innovation
Provides an introduction to design thinking as a means to drive social change and solve real-world problems. This studio class is project based and asks students to experiment with new behaviors of work and learning, including: collaboration, iteration, prototyping, empathizing, craft and inference. Field work and collaboration with teammates are required.
Requisites: Requires prerequisite course of APRD 2005 and APRD 2006 (minimum grade C-). Restricted to Strategic Communications (STCM) majors with Media Design (DSN) subplan only.
Grading Basis: Letter Grade

APRD 4504 (3) Copywriting Seminar
Offers an intensive exploration of the craft across a variety of genres. Students gain an understanding of the power of words and the use of distinctive voices, with implications for strategic advertising copywriting. Students are also expected to research and write creative briefs. Copywriters take this course with APRD 4506 - Advertising Track Portfolio I.
Requisites: Requires prerequisite course of APRD 3503 (minimum grade C-) and corequisite course of APRD 4506. Restricted to Strategic Communications (STCM) majors with Advertising Creative (ADC) subplan only.
Grading Basis: Letter Grade

APRD 4505 (3) Art Direction Seminar
Offers an in-depth examination of formal graphic design principles and their application in advertising via lectures, reading assignments, and projects. Topics include color theory, typography, and layout as well as applied skills associated with an art director¿s daily work. Art directors take this course with APRD 4506 - Creative Track Portfolio I.
Requisites: Requires prerequisite course of APRD 3503 (minimum grade C-) and corequisite course of APRD 4506. Restricted to Strategic Communications (STCM) majors with Advertising Creative (ADC) subplan only.
Grading Basis: Letter Grade

APRD 4506 (3) Creative Track Portfolio Development I
Focuses on the development and execution of portfolio pieces reflecting the pursuit of sound strategic and conceptual thinking. All work is done by art director/writer teams, and finished executions are produced as the process of portfolio building begins. This work is reviewed by a jury of creative professionals at an end-of-semester critique.
Requisites: Requires prerequisite course of APRD 3503 (minimum grade C-) and corequisite course of APRD 4504 or APRD 4505. Restricted to Strategic Communications (STCM) majors with Advertising Creative (ADC) subplan only.

APRD 4507 (3) Creative Track Portfolio Development II
Focuses on the continued development and professional-level execution of a complete advertising portfolio reflecting the mastery of strategic and conceptual thinking. Each creative team's work is prepared and evaluated according to the highest industry standards and reviewed by a jury of creative professionals at an end-of-semester critique. Students are also advised regarding job search strategies and personal branding. Students must be admitted to the advertising creative track. The course may be repeated as a directed study with instructor permission.
Repeatable: Repeatable for up to 6.00 total credit hours.
Requisites: Requires prerequisite course of APRD 4506 (minimum grade C-). Restricted to Strategic Communications (STCM) majors with Advertising Creative (ADC) subplan only.
Grading Basis: Letter Grade

APRD 4543 (3) Strategic Brand Management
Examines the theory of branding: what brands are, how brands are created and measured, as well as strategies for managing brands and brand communication.
Requisites: Requires prerequisite courses of APRD 2005 and APRD 2006 (minimum grade C-). Restricted to Strategic Communication (STCM) majors with Advertising (ADV) or Public Relations (PRL) subplans and a minimum of 85 credits only.
Additional Information: Departmental Category: Advertising Media Design

APRD 4600 (3) Media Design Portfolio I
Develop a variety of design concepts and execute them at a professional level. Students are assigned projects typical of those handled by design firms to demonstrate their ability in areas such as branding, product design, interaction design, etc. Students will also design their own online portfolio. Creative work is presented in a juried show at the end of the semester. Department requisite: students must apply with a portfolio, the quality will determine enrollment.
Requisites: Requires a prerequisite course of APRD 3001 (minimum grade C-). Restricted to Strategic Communications (STCM) majors with Media Design (DSN) subplan.
Grading Basis: Letter Grade

APRD 4601 (3) Media Design Portfolio II
Refine the skills learned in APRD 4600 and further development of work at a professional level. With help from visiting professionals, students continue to develop a body of work that provides their mastery of user-centered design and branding across a variety of real-world assignments. The final portfolio is judged in the student creative show, juried by design professionals. Department requisite: students must apply with a portfolio, the quality will determine enrollment.
Requisites: Requires a prerequisite course of APRD 3001 (minimum grade C-). Restricted to Strategic Communications (STCM) majors with Media Design (DSN) subplan.
Grading Basis: Letter Grade

APRD 4841 (1-6) Undergraduate Independent Study
Repeatable: Repeatable for up to 6.00 total credit hours. Allows multiple enrollment in term.

APRD 4873 (1-4) Special Topics
Special Topics.
Repeatable: Repeatable for up to 16.00 total credit hours. Allows multiple enrollment in term.
Requisites: Restricted to Strategic Communication (STCM) majors only with 57-180 credits (Juniors or Seniors)
Additional Information: Departmental Category: Advertising Media Design

APRD 4931 (1-6) Internship
Internship course
Repeatable: Repeatable for up to 6.00 total credit hours. Allows multiple enrollment in term.
Requisites: Requires prerequisite course of APRD 3001 or APRD 3002 or APRD 3103 or APRD 3503 (all minimum grade C-).