ADVERTISING, PUBLIC RELATIONS AND MEDIA DESIGN

Advertising, Public Relations and Media Design (APRD) strives to produce leaders in the area of strategic communication who have mastered a design-thinking process grounded in analytical and creative thought. 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 the necessary tools and techniques to think 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 ad agencies, PR firms, 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 the design-thinking process can be used to solve problems in a wide variety of disciplines.

Course code for this program is APRD.

Bachelor’s Degree

- Strategic Communication - Bachelor of Science (BS)
  (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.

Colman, Jennifer
Instructor

Curry, Jeffery
Instructor

Doty, Dawn
Instructor

Duncan, Thomas R.
Professor Emeritus

Fisher, Jolene
Assistant Professor; PhD, University of Oregon

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

Griffin, Glenn
Associate Professor; PhD, University of Texas at Austin

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

Lee, Seow Ting (https://experts.colorado.edu/display/fisid_157994)
Associate Professor; PhD, University of Texas at Austin

Ligon, Daniel
Instructor

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

Moriarty, Sandra E.
Professor Emeritus

Robbs, Brett
Professor Emeritus

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

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

Small, David (https://experts.colorado.edu/display/fisid_158316)
Instructor

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

Willis, Erin N (https://experts.colorado.edu/display/fisid_156068)
Assistant Professor; PhD, University of Missouri-Systems office

Courses

APRD 1000 (3) Creative Industries
Explores creative and strategic thinking and the many industries involved in creating brand communication as well as these industries growing interdependence in a changing media landscape. Considers technology’s impact and the effect of commercial culture on an increasingly diverse society.

APRD 1001 (3) Creative Concepts
Introduces students to a disciplined process that is used to create innovative solutions across commercial communication fields. Emphasizes approaches to problem identification and solution that combine research and human insight with a variety of creative thinking techniques. Topics include need finding, structured brainstorming, rapid sketching, storytelling and visual communication.

Requisites: Requires a prerequisite course of APRD 1000 or JOUR 2403 (minimum grade C). Restricted to Strategic Communication (STCM) or Advertising (JADV) majors only.
APRD 1002 (3) Introduction to Branding
Designed to help students acquire a basic understanding of brand and brand culture. Emphasis on theories and practical problems to learn effective ways of building a strong brand strategy. Encompasses every facet of making strategic decisions for a brand. Involves understanding the content a consumer requires, how the consumer will come in contact with the brand and what is the goal of the relationship between consumer and content.
Requisites: Requires a prerequisite course of APRD 1000 (minimum grade C). Restricted to Strategic Communication (STCM) or Advertising (JADV) majors only.

APRD 1050 (3) Digital Media Production for Strategic Communicators
Provides intensive training in the theory and skills necessary to create compelling strategic communication content for a variety of digital media platforms and channels. Students will gain hands-on experience writing and producing content for the web, including video, infographics, podcasts, blogs and social media.
Requisites: Requires a prerequisite course of APRD 1000 (minimum grade C). Restricted to Strategic Communication (STCM) majors only.
Grading Basis: Letter Grade

APRD 2000 (3) Principles of Advertising
Explores the practice of advertising from a variety of viewpoints including advertisers, agencies and the public. Students will examine advertising via successful campaigns for some of the world’s most iconic brands. Topics include history and evolution of the industry, the process of creating ideas in a multi-disciplinary world and challenge of advertising to act ethically and responsibly within society. Cannot be taken concurrently with APRD 2002 or APRD 2003.
Requisites: Requires prerequisite courses of APRD 1001 and APRD 1002 (all minimum grade C). Restricted to Strategic Communication (STCM) majors only.

APRD 2002 (3) Principles of Public Relations
Overview of public relations practice and theory including history, media channels and relations, legal and ethical concerns, international and diverse perspectives, and career options. Cannot be taken concurrently with APRD 2000 or APRD 2003.
Requisites: Requires prerequisite courses of APRD 1001 and APRD 1002 (all minimum grade C). Restricted to Strategic Communication (STCM) majors only.

APRD 2003 (3) Principles of Design
Provides a comprehensive survey of the ideas, events, and individuals that determined the design of information, objects, culture, and commerce across societies. Students will examine the social, political and cultural contexts that have shaped design and the ideologies and relationships of similar movements in art and architecture. Cannot be taken concurrently with APRD 2000 or APRD 2002.
Requisites: Requires prerequisite courses of APRD 1001 and APRD 1002 (all minimum grade C). Restricted to Strategic Communication (STCM) majors only.

APRD 3000 (3) Intermediate Creative Concepts
Explores both strategic and creative thinking and examines approaches to narrative storytelling as a tool for telling overarching brand stories. Students use the foundation to develop creative briefs and advertising campaigns. Instructor consent required.
Repeatable: Repeatable for up to 6.00 total credit hours.
Requisites: Requires a prerequisite course of APRD 2003 (minimum grade C). Restricted to Strategic Communication (STCM) majors only.

APRD 3001 (3) Intermediate Design Concepts
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.
Repeatable: Repeatable for up to 6.00 total credit hours.
Requisites: Requires a prerequisite course of APRD 2003 (minimum grade C). Restricted to Strategic Communication (STCM) majors only.

APRD 3002 (3) Communication Platforms
Explores cross-channel media consumption (television, print, radio, Internet, product placement, word-of-mouth, etc.) and developing evaluative techniques to choose media that will most effectively implement a brand strategy; allows students to learn how to utilize different forms of media in the context of integrated brand communication.
Requisites: Requires a prerequisite course of APRD 2000 or JOUR 2403 (minimum grade C). Restricted to Strategic Communication (STCM) or Advertising (JADV) majors only.

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 a prerequisite course of APRD 2000 or APRD 2002 (minimum grade C). Restricted to Strategic Communication (STCM) majors 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 a prerequisite course of APRD 2000 or JOUR 2403 (minimum grade C). Restricted to Strategic Communication (STCM) or Advertising (JADV) majors 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 a prerequisite course of APRD 2000 or APRD 2002 (minimum grade C). Restricted to Strategic Communication (STCM) majors 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 2000 (minimum grade C).
Grading Basis: Letter Grade

APRD 3007 (3) Curiosity for Strategists
Introduces students to the practice of curiosity as the basis of creative problem solving. Students will participate in exercises and exploration based projects to increase productive curiosity, critical thinking and creative products, which will inform the development of integrated marketing communication campaigns.
Requisites: Requires a prerequisite course of APRD 2000 (minimum grade C). Restricted to Strategic Communication (STCM) majors only.
Grading Basis: Letter Grade
APRD 3008 (3) Qualitative Research Methods
Exposes students to the principles and methods of qualitative methodology including interviews, focus groups and ethnography. Explores how these methods inform the practice of strategic communication.
Requisites: Requires a prerequisite course of APRD 2000 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only.
Grading Basis: Letter Grade

APRD 3100 (3) Design for Digital Media
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, accessibility.
Requisites: Requires prerequisite course of APRD APRD 3001 or JOUR 3503 (minimum grade C-). Restricted to Strategic Communication (STCM) majors 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 2003 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only.

APRD 3103 (3) Strategic Writing for Public Relations
Emphasis on communication tactics; plan, write and execute public relation tools; audience segmentation; media selection; application of social media channels.
Requisites: Requires a prerequisite course of APRD 2002 (minimum grade C-).

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 2002 (minimum grade C-). Restricted to Strategic Communication (STCM) majors 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 3103 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only.
Grading Basis: Letter Grade

APRD 3301 (3) Social Media Strategies for Public Relations
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 course of APRD 2000 or APRD 2002 or APRD 2003 (minimum grade C-). Restricted to Strategic Communication (STCM) majors 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 a prerequisite course of APRD 2002 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only.
Grading Basis: Letter Grade

APRD 3304 (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 2000 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only.
Grading Basis: Letter Grade

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 a prerequisite course of APRD 3102 (minimum grade C-). Restricted to Strategic Communication (STCM) majors only.
Grading Basis: Letter Grade

APRD 3700 (1-3) Field Study in Strategic Communication
Creates an immersive experience for students in regards to the history, business practices and current thinking of top industry companies. Students will first complete course work at CU Boulder and then travel to major industry hubs to visit advertising, design, PR and other marketing communication companies.
Repeatable: Repeatable for up to 6.00 total credit hours. Allows multiple enrollment in term.
Requisites: Requires a prerequisite course of APRD 1000 (minimum grade C-). Restricted College of Media, Communication Information (CMCI) or Business (BUSN) majors only with 60-180 units completed.
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 a prerequisite course of APRD 3103 (minimum grade C-). Restricted to Strategic Communication (STCM) majors 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 a prerequisite course of APRD 3103 (minimum grade C-). Restricted to Strategic Communication (STCM) majors 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 a prerequisite course of APRD 2000 or APRD 2002 (minimum grade C). Restricted to Strategic Communication (STCM) majors only with a minimum of 70 hours.
**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 a prerequisite course of APRD 2000 (minimum grade C). Restricted to Strategic Communication (STCM) majors only with a minimum of 70 hours.
**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 a prerequisite course of APRD 2000 or APRD 2002 (minimum grade C). Restricted to Strategic Communication (STCM) majors only with a minimum of 70 hours.
**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 2000 or APRD 2002 (minimum grade C). Restricted to Strategic Communication (STCM) majors only with a minimum of 70 hours.
**Grading Basis:** Letter Grade

APRD 4403 (4) Strategic Communication Campaigns
Gives students the opportunity to work in small groups to develop material for an actual client. Examines basic principles of group dynamics and effective teamwork while conducting research, developing strategies and creating a multimedia campaign. All work is presented to the client.
**Requisites:** Requires prerequisite course of APRD 3000 or APRD 3001 or APRD 3002 or APRD 3003 or APRD 3004 or JOUR 3503 or JOUR 3463 (minimum grade C). Restricted to Strategic Communication (STCM) or Advertising (JADV) majors only with a minimum of 85 hours.
**Additional Information:** Departmental Category: Advertising Media Design

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).
**Repeatable:** Repeatable for up to 6.00 total credit hours.
**Requisites:** Requires a prerequisite course of APRD 3000 or APRD 3001 or APRD 3002 or APRD 3003 or APRD 3004 (minimum grade C). Restricted to Strategic Communication (STCM) majors only with a minimum of 80 hours completed.
**Grading Basis:** Letter Grade

APRD 4453 (3) Advertising and Society
Examines criticisms and contributions of advertising in society and the economy.
**Requisites:** Restricted to College of Media, Communication, and Information (CMCI) students with a minimum of 73 hours taken.
**Additional Information:** Departmental Category: Advertising Media Design

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 2003 (minimum grade of C).
**Grading Basis:** Letter Grade

APRD 4503 (3) Portfolio 1
Enhances student conceptual abilities and generates both print and integrated multimedia campaigns. Students work in teams to develop an extensive body of work that's exhibited in an awards show judged by advertising professionals. Instructor consent required.
**Requisites:** Requires a prerequisite course of APRD 3000 or JOUR 3503 (minimum grade C). Restricted to Strategic Communication (STCM) majors only.
**Additional Information:** Departmental Category: Advertising Media Design

APRD 4523 (3) Portfolio 2
Gives students an opportunity to develop an extensive body of work. Students create integrated campaigns, which include print, digital and guerilla ideas. Final portfolios are critiqued by both faculty and outside reviewers. Instructor consent required.
**Requisites:** Requires a prerequisite course of APRD 4503/JOUR 4503 (minimum grade C). Restricted to Strategic Communication (STCM) majors only.
**Additional Information:** Departmental Category: Advertising Media Design

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 a prerequisite course of APRD 3002 or APRD 3103 (minimum grade C). Restricted to Strategic Communication (STCM) majors only with a minimum of 70 hours.
**Additional Information:** Departmental Category: Advertising Media Design

APRD 4600 (3) 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).
**Grading Basis:** Letter Grade
APRD 4601 (3) 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 prerequisite: students must apply with a portfolio, the quality will determine enrollment.

Requisites: Requires a prerequisite course of APRD 3001 (minimum grade C-).
Grading Basis: Letter Grade

APRD 4700 (3) Advertising Intensive
Immerses students in the process of creating successful communication and deepens their understanding of current industry standards and practices. Students will learn, develop and execute all aspects of the communication process under the guidance of professionals. Offered Maymester only.

Requisites: Requires a prerequisite course of APRD 1000 (minimum grade C-). Restricted to students with 57-180 credits (Junior or Senior) Strategic Communication (STCM) majors only.
Grading Basis: Letter Grade

APRD 4841 (1-4) Undergraduate Independent Study
Repeatable: Repeatable for up to 6.00 total credit hours. Allows multiple enrollment in term.

APRD 4873 (1-3) Special Topics
Repeatable: Repeatable for up to 15.00 total credit hours. Allows multiple enrollment in term.

Requisites: Restricted to students with 57-180 credits (Junior or Senior) College of Media, Communication, and Information (CMCIU), Program in Journalism Mass Communication (JOURU) or Strategic Communication (STCM) majors only.
Additional Information: Departmental Category: Advertising Media Design

APRD 4931 (1-6) Internship
Repeatable: Repeatable for up to 6.00 total credit hours. Allows multiple enrollment in term.

Requisites: Requires pre-requisite of APRD 3000 or APRD 3001 or APRD 3002 or APRD 3003 or APRD 3004 or APRD 3103 or All require a grade of C- or higher.
Grading Basis: Pass/Fail