

ADVERTISING (ADV)

ADV 2000 Advertising**Credit Hours: 3**

This course provides an introduction to advertising. Topics include advertising in business and society, the environment of advertising, the advertising creative process, conventional and social media, and integrated brand promotion. Special emphasis is given to consumer behavior, social, ethical, and regulatory aspects of advertising, advertising research, planning, market segmentation, positioning, and public relations.

ADV 2948 Service-Learning Field Studies 1**Credit Hours: 1**

This course gives the student the opportunity to understand the relationship of theory to practice through participation in a service-learning experience. Students are required to complete 20 hours of volunteer work, a service-learning contract, and an oral and written reflection of the experience.