

Advertising Minor Course Descriptions

The exciting worlds of marketing and advertising are changing at a rapid pace, as are the skills required to succeed in them. The Advertising Minor is designed to provide students with a solid understanding of the exciting marketing/advertising environment, the concepts underlying the two interrelated fields, and the unique skills required of specialists in both of them.

Effective fall 2016, Marshall made changes to the pre-requisites for some of the Marketing courses. Please contact an Annenberg advisor (ascjadv@usc.edu) for course options in addition to the current minor courses.

Required JOUR Courses:

PR 340 Introduction to Advertising

This course is geared to the undergraduate student interested in learning the fundamentals of today's advertising profession and its role as part of the overall marketing communications function. Advertising will be the primary focus of this course, however, we will also address the other three areas of the marketing communications plan—promotion (both trade and consumer), public relations and direct response—and how they are integrated with advertising so that a brand “speaks with one voice.” All aspects of the advertising process will be covered including research, strategy, media planning and buying, the creative process and production. Additional emphasis is also placed on interactive media, the Internet, and buzz marketing. Guest speakers who specialize in particular disciplines provide in-depth knowledge and insight into the specifics of the field. The final group project encompasses all classroom learning by having students act as a full service advertising agency “pitching” against each other for a piece of business.

Duplicates credit in former JOUR 340.

PR 341 Advertising Copywriting (fall only)

This class is for the undergraduate student who is interested in learning the role of the copywriter in the development and execution of ads and campaigns across all media. There will be numerous copywriting assignments given in print, radio, television and online. The concept of the creative team (the copywriter and art director) will be introduced and its origin examined. The creative brief and its role will be studied. The role of the advertising agency in developing, maintaining or shifting a client's brand image will also be explored, with an emphasis on the copywriter's role in the process. Presentations of ideas will be integral to class participation.

Prerequisite: JOUR/PR 340; Duplicates credit in former JOUR 341.

PR 342 Advertising Media and Analysis (fall only)

This course teaches the fundamentals of the media planning and buying function of the advertising profession. The course explores how media, as part of the overall marketing and advertising process, becomes the delivery system for the message. Students will learn how to identify the target audience, determine which medium or combinations of media provide the most effective means of reaching the target by understanding the benefits and drawbacks of social/interactive, online, broadcast, print, out-of-home and direct media. Guest speakers bring their unique perspectives as planners, buyers or sellers of specific media. A final project harnesses course learning as students assemble into media planning groups to produce media recommendations, and then pitch their proposals against other groups.

Prerequisite: JOUR/PR 340; Duplicates credit in former JOUR 342.

PR 343 Advertising Design and Production (spring only)

The creative function will always be at the heart of advertising, and this course teaches students about the production of creative materials, with emphasis on the creation and design of multiple advertising elements. The first part of the course is devoted to identifying and understanding the attributes of a “brand” and the tools for achieving “brand” status. The second half is devoted to putting the concepts of brand building into practice. Students will create their

own branding campaign, drawing on contemporary techniques and practices of demographic research, market analysis, visual persuasion and copywriting.

Prerequisite: JOUR/PR 340; Duplicates credit in former JOUR 343.

Required MKT Course:

MKT 406 Practicum in Advertising and Promotion Design (spring only)

Students in this class become a marketing agency and deliver an integrated campaign for real world client. By the end of the course, students will fully understand how to create, execute and evaluate a marketing campaign. Creativity in the course will be tested by parameters from the consumer, client and legal policies. The goal is to work within these parameters and succeed in meeting the client objectives. The class forms a marketing agency in the first weeks of class. Each department will be accountable and empowered to achieve its goals. Students should be applying previous learning from other courses. There is little new course content, however departments will be required to learn and apply new skills based on the campaign needs.

Prerequisite: MKT 405

Note: If planning on taking MKT 405 as the MKT elective, it must be completed before MKT 406. No waivers will be granted for out of sequence course work.

MKT Elective:

Students must select one additional course from the list below.

MKT 402 Research Skills for Marketing Insights

This course introduces undergraduate students to skills needed to conduct and apply research for marketing decision making. You will learn how to formulate researchable problems, how to conduct and analyze primary research, how to use secondary research and how to communicate your findings. You will become familiar with qualitative methods of research, such as in-depth interviewing, as well as qualitative methods of research, such as interpreting rating scale results from surveys. Knowing when to conduct research and what kind of research to conduct is often critical for managers, such as when they need to understand customer decision making, when they develop promotion strategies and when they test new product ideas.

Prerequisite: BUAD 307 or MKT 385; Recommended Preparation: BUAD 310, COMM 301L, PSYC 274 or MATH 116; Duplicates credit in former MKT 470.

MKT 405 Advertising and Promotion Management

The very nature of “advertising” has evolved and is now going through one of its most dynamic and profound periods of change. This course examines the dynamics of these changes and will introduce/reacquaint students with the power and potential of marketing communications in today’s increasingly competitive yet inter-dependent global marketplace. The emphasis will be on the role of integrated marketing communications (IMC) programs in building brands, fueling growth and creating sustainable businesses and organizations. *Effective* IMC plans are built on consumer insights that lead to incisive strategies which enable powerful execution. *Outstanding* IMC plans also inspire differentiating creativity and ingenuity. The student will study the process by which IMC programs are planned, developed and executed to deliver outstanding performance and results. During the course, you will learn how to assess and evaluate the quality of different creative endeavors through case analyses, exercises, class discussions and interactions with practicing professionals. You will be challenged to problem solve, apply critical thinking, and use organizational, analytical and creative skills to write and present in class an effective integrated marketing communications (IMC) plan.

Prerequisite: BUAD 307, COMM 200, COMM 302 or MKT 385

MKT 425 Marketing on the Internet

Marketing is defined as a set of activities involving creating, communicating and delivering value to customers and managing a long-term customer relationship. The three main building blocks of marketing are: identifying market opportunity through 3C analysis (Customer, Competition and Company), setting the target strategy through STP analysis (Segmentation, Targeting and Positioning), and implementation via 4P strategies (Product, Price, Place and Promotion).

We will adopt this framework and discuss how the Internet affects different aspects of marketing by bringing new opportunities and challenges. This course will present a strategic perspective on these aforementioned marketing issues, rather than focusing on technical details such as techniques of creating a website. This course will help students build skills to identify, understand and analyze marketing problems faced by internet firms and traditional firms that try to extend their business to the online domain or use Internet to market their products.

Prerequisite: Open only to sophomore, junior, and senior students.