

# ADVERTISING, PR AND MEDIA DESIGN (APRD)

## 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.

**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.

**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 1

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 the Creative (CTV) or Media Design (DSN) subplan only.

**Grading Basis:** Letter Grade

### APRD 3002 (3) Communication and Media Planning

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 target audience's 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.

**Grading Basis:** Letter Grade

### 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) subplan only.

**Grading Basis:** Letter Grade

### 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.

**Grading Basis:** Letter Grade

**APRD 3009 (3) Brand Building**

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 (all with minimum grade C-). Restricted to Strategic Communication (STCM) majors with Advertising (ADV) subplan only.

**Grading Basis:** Letter Grade

**APRD 3010 (3) Consumer Insights**

Students will learn how to leverage insights for the purposes of creative strategy and creative brief writing.

**Requisites:** Requires prerequisite courses of APRD 2005 and APRD 2006 (all with minimum grade C-). Restricted to Strategic Communication (STCM) majors with Advertising (ADV) subplan only.

**Grading Basis:** Letter Grade

**APRD 3011 (3) Visual Design 2**

This advanced-level course is a continuation of "Visual Design I". Through hands-on studio exercises, interactive lectures, and critiques, students will learn to utilize the fundamentals of design, creative thinking, and storytelling to create practical and advanced projects that can be added to their portfolio. They will also learn to articulate the qualities of a visual design system and the strategies behind them.

**Requisites:** Requires prerequisite of APRD 3001 (minimum grade C-). Restricted to Strategic Communication (STCM) majors with Creative (CTV) or Media Design (DSN) subplan only.

**Grading Basis:** Letter Grade

**APRD 3100 (3) UX and UI Design Workflows**

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 the Creative (CTV) or Media Design (DSN)

**Grading Basis:** Letter Grade

**APRD 3102 (3) Copywriting 1**

Explores the development of interactive concepts that meet a strategic brief's brand objectives. Emphasis is placed on developing strong digital ideals and mastering and applying the styles appropriate for different digital media.

**Requisites:** Requires prerequisite courses of APRD 2005 and APRD 2006 (all with minimum grade C-). Restricted to Strategic Communication (STCM) majors with the Creative (CTV) or Media Design (DSN) subplan only.

**Grading Basis:** Letter Grade

**APRD 3103 (3) Public Relations Writing**

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) Creative Concepting 1**

Introduces students to Design Thinking and the techniques for designing ideas into concepts. The course leads students through the design thinking process of 1) Empathize, 2) Define, 3) Ideate, 4) Concept, 5) Prototype, 6) Test. Most emphasis is placed on the first four steps.

**Requisites:** Requires prerequisite courses of APRD 2005 and APRD 2006 (all with minimum grade C-). Restricted to Strategic Communications (STCM) majors with the Creative (CTV) or Media Design (DSN) subplan only.

**Grading Basis:** Letter Grade

**APRD 3401 (3) Creative Concepting 2**

Building on the fundamentals mastered in APRD 3400, this course takes design thinking for strategic communication purposes to the next level. Students tackle projects of greater complexity, designing concepts for, among others, mobile applications, social platforms, and interactive experiences. This class prepares the foundation for - and ladders into - APRD 4600.

**Requisites:** Requires prerequisite course of APRD 3400 (minimum grade C-). Restricted to Strategic Communication (STCM) majors with the Creative (CTV) or Media Design (DSN) subplan only.

**Grading Basis:** Letter Grade

**APRD 3402 (3) Content Creation**

Focused on rapid content creation, this course will teach students how to develop and produce social content for strategic communication by combining message, concept and execution into consumer-facing touchpoints. Strategic Communication majors with the Creative (CTV) subplan have priority; others may enroll on a space-available basis.

**Requisites:** Requires prerequisite courses of APRD 2005 and APRD 2006 (all with minimum grade C-). Restricted to Strategic Communication (STCM) majors.

**Recommended:** Prerequisites APRD 3500 or APRD 3001.

**Grading Basis:** Letter Grade

**APRD 3500 (3) Copywriting 2**

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 3102 (minimum grade C-). Restricted to Strategic Communication (STCM) majors with the Creative (CTV) or 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 of APRD 2006 (minimum grade C-). Restricted to Strategic Communication (STCM) majors with the Creative (CTV) or Media Design (DSN) 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 of APRD 2006 (minimum grade C-). Restricted to Strategic Communication (STCM) majors with the Creative (CTV) or Media Design (DSN) subplan only.

**Grading Basis:** Letter Grade

**APRD 4000 (3) Event Planning and Management**

Introduces students to the planning and management of experiential events. Specifically, the course will locate experiential and 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.

**Requisites:** Requires prerequisite courses of APRD 2005 and APRD 2006 (all with 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 (all with 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 Advertising (ADV) or Public Relations (PRL) subplans only and at least 70 credits.

**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 Advertising (ADV) or Public Relations (PRL) subplans only and at least 70 credits.

**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 (all with 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 of APRD 2005, APRD 2006, and APRD 3002 (all with minimum grade C-). Restricted to Strategic Communication (STCM) majors with Advertising Strategy (ADV) subplan only.

**Recommended:** Prerequisite APRD 4300.

**Grading Basis:** Letter Grade

**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 both the fall and spring semesters in the same academic year for 6 total credit hours (4 hours of capstone credit plus 2 hours of upper-division elective credit). This two-semester course is equivalent to APRD 4405, and credit cannot be given for both.

**Repeatable:** Repeatable for up to 6.00 total credit hours.

**Requisites:** Requires a prerequisite course of APRD 3001 or APRD 3010 or APRD 3105 (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 and implement a PR campaign for a real-world client through the Bateman Competition, PRSSA's national case study competition for public relations students. Students in the course commit to both the fall and spring semesters in the same academic year for 6 total credit hours (4 hours of capstone credit plus 2 hours of upper-division elective credit). This two-semester course is equivalent to APRD 4405, and credit cannot be given for both.

**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.

**Grading Basis:** Letter Grade

**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 courses of APRD 2005 and APRD 2006 (all with minimum grade C-). Restricted to Strategic Communications (STCM) majors with the Creative (CTV) or Media Design (DSN) 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.

**Grading Basis:** Letter Grade

**Additional Information:** Departmental Category: Advertising Media Design



**APRD 4600 (3) Creative Portfolio 1**

Develop a variety of design concepts and execute them at a professional level. Students are assigned projects to demonstrate their ability in areas such as branding, product design, advertising creativity, and interaction design. Students will also design their own online portfolio. Creative work is presented in a juried show at the end of the semester.

**Requisites:** Requires a prerequisite course of APRD 3001 (minimum grade C-). Restricted to Strategic Communications (STCM) majors with the Creative (CTV) or Media Design (DSN) subplan only.

**Grading Basis:** Letter Grade

**APRD 4601 (3) Creative Portfolio 2**

Drawing on creative skills and knowledge developed in previous courses, students produce a final creative portfolio ready for professional viewing. There will be an opportunity to enter work into the International One Show advertising and design awards competition.

**Requisites:** Requires a prerequisite course of APRD 4600 (minimum grade C-). Restricted to Strategic Communications (STCM) majors with the Creative (CTV) or Media Design (DSN) subplan only.

**Grading Basis:** Letter Grade

**APRD 4800 (3) Seminar in Honors Writing and Research**

Supports seniors accepted into the APRD Honors Program in developing the research foundation for their projects, whether scholarly, creative, or hybrid. Topics include topic development, primary and secondary source research, and the writing of a scholarly literature review. Project and time management, planning for creative and scholarly field research, and peer support and editing are emphasized. In the spring, students take an independent study with their faculty advisor to complete their honors project.

**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-).

**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) Advanced Tools for Startup 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 6343 (3) Applications of Advanced Statistical Techniques in Advertising**

Building upon prior data acquisition and analysis coursework, students will effectively and flexibly generate advanced statistical models in a digital advertising-specific context. This course will focus on data originating from a variety of digital advertising sources. In addition to technical skill acquisition, students will learn how to interpret results and present them to clients and management. Department consent required.

**Requisites:** Restricted to Business Analytics (BUAN-MS) majors only.

**Grading Basis:** Letter Grade

**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 Methods in Mass Communication**

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.