

# AC: Advertising and Marketing Communications

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## **AC 111 — Advertising and Promotion**

3 credits; 3 lecture hours

For Advertising and Marketing Communications, Fabric Styling, Fashion Merchandising Management, and Textile Development and Marketing students. Concepts, perspectives, and methods for the development and implementation of integrated marketing communications programs for producers, manufacturers, and retailers are analyzed and critiqued.

## **AC 113 — Strategic Planning for Integrated Marketing Communications**

3 credits; 3 lecture hours

Students plan and develop integrated marketing communications strategies in order to achieve specific marketing and communication objectives. Through student agency teamwork, they make strategic decisions based on creative strategy development, competitive and market analysis, and research interpretation.

Prerequisite(s): AC 111.

## **AC 114 — Marketing for Integrated Marketing Communications**

3 credits; 3 lecture hours

This course provides students with a broad background to marketing concepts as they apply to integrated marketing communications (IMC). Students explore the role of marketing both within the organization and the external environment in which firms operate. The process of developing marketing with an IMC perspective is addressed, as well as how managers use these elements to gain competitive advantage in a global economy.

## **AC 141 — Journalism**

3 credits; 3 lecture hours

Students practice the techniques of newsgathering, news writing, and developing news judgment. News stories, features, editorials, and broadcast writing are covered in discussions and workshops. Skills in copyediting and headline writing are built through student newspaper and off-campus assignments.

Prerequisite(s): EN 121 or EN 362.

## **AC 161 — Multimedia Computing for Advertising and Marketing Communications**

2 credits; 4 lab hours

Students develop computer skills applicable to the communications industry, including word processing, spreadsheets, networking, presentations, desktop publishing, and internet research. Through hands-on use, they format such industry-oriented projects as print ads, press releases, and advertising analyses.

## **AC 171 — Mass Communications**

3 credits; 3 lecture hours

Analysis and comparison of mass media and the communication arts as they are used in advertising, marketing, promotion, and the dissemination of public information. Includes an overview of careers available in communications. Students learn communications theory, new electronic media, and their potential applications.

Prerequisite(s): AC111 or AC114.

## **AC 211 — Workshop in Business Communications**

3 credits; 3 lecture hours

Analysis of skills needed for effective written, spoken, and visual communications. Industry case histories are used to identify and suggest solutions to communications problems. Students' abilities to observe, listen, speak, and write effectively are evaluated. Emphasis is on the complete business presentation.

Prerequisite(s): AC 111.

### **AC 221 — Publicity Workshop**

3 credits; 3 lecture hours

Use of current news, events, and personalities as a basis for writing and evaluating institutional and product publicity releases for news and feature stories. Students plan publicity campaigns and create a press kit.

Prerequisite(s): AC 111.

### **AC 222 — Sales Promotion**

3 credits; 3 lecture hours

Students plan and develop sales promotion activities in order to achieve specific marketing and communications objectives. Both business-to-business and business-to-consumer sales promotion campaigns are developed.

Prerequisite(s): AC 111.

### **AC 231 — Advertising Copywriting**

3 credits; 3 lecture hours

Evaluating, writing, and editing copy for national, trade, and retail advertising and promotion, internal communications, and direct marketing for all market levels. Includes copy-testing techniques and visualization for copy brainstorming.

Prerequisite(s): (AC 111 and CD 122) or AD 216.

### **AC 232 — Radio and TV Copywriting Workshop**

3 credits; 3 lecture hours

Students prepare national/retail broadcast advertisements for products and services.

Prerequisite(s): AC 231.

### **AC 242 — Fashion Journalism Workshop**

3 credits; 3 lecture hours

Development of reporting skills needed for a journalism career in fashion and related fields.

Students plan and carry out research; conduct interviews; write and edit fashion news, feature stories, and captions; and work with fashion visual materials. Fashion review assignments provide opportunities to practice photojournalism, feature, and editorial writing.

Prerequisite(s): AC 111 and AC 141.

### **AC 262 — Multimedia Presentations**

3 credits; 3 lecture hours

This course focuses on the planning and preparation of multimedia presentations utilizing new media techniques. Coursework covers presentations suitable for shows, demos, conferences, exhibits, special events, dealer aids, and sales books.

Prerequisite(s): (for Advertising and Marketing Communications students) AC 111.

### **AC 271 — Audiences and Media**

3 credits; 3 lecture hours

This course is designed to provide students with an understanding of the role of media planning and buying in advertising. The course reviews such areas as basic measurement tools and the relationship between marketing and advertising objectives translated into media objectives, strategies, and tactics. Students identify target markets, develop media strategies, and evaluate media alternatives and media-buying approaches.

Prerequisite(s): AC 111.

### **AC 272 — Research Methods in Integrated Marketing Communications**

3 credits; 3 lecture hours

This course examines the current methods and techniques used to evaluate the effectiveness of marketing, advertising, and promotion. The information-gathering process uses both secondary research data and primary sources. Students create a marketing research project using a variety of research techniques.

Prerequisite(s): 3 credits of mathematics.

### **AC 291 — Campaign Plans and Presentations**

3 credits; 3 lecture hours

Advertising and Marketing Communications and Communication Design students use acquired marketing and communications skills to solve an actual industry marketing problem by participating in campaign development from inception to presentation.

Prerequisite(s): approval of chairperson or instructor.

### **AC 299 — Independent Study in Advertising and Marketing Communications**

1-3 credit

Prerequisite(s): a minimum of 3.5 GPA and approval of instructor, chairperson, and dean for Business and Technology.

### **AC 311 — Integrated Marketing Communications Management**

3 credits; 3 lecture hours

For Entrepreneurship and Art History and Museum Professions students. Case study techniques are used to help students develop criteria for evaluating the planning, budgeting, and execution of integrated marketing communications strategies. Emphasis is on management of advertising, public relations, direct marketing, and sales promotions to achieve marketing objectives.

### **AC 321 — Principles of Public Relations**

3 credits; 3 lecture hours

Examines the principles and processes underlying the programming of public relations as a management function of marketing. Attention is directed to the specific requirements of interacting with various publics. Students work with public opinion research data on industry-derived projects and cases to design, plan, and write proposals for publicity and public relations programs.

Prerequisite(s): AC 221.

### **AC 322 — Publicity/Public Relations for Visual Art Management**

3 credits; 3 lecture hours

Designed for Art History and Museum Professions majors, this course examines public relations as a management function in museums. Students study how public relations is used to further museum goals by examining how it relates to exhibitions, fundraising, and retail operations. Working with public opinion research data, students create press kits and public relations programs.

### **AC 341 — Magazine Journalism**

3 credits; 3 lecture hours

Students develop the editorial and marketing skills needed to succeed in today's fast-paced magazine publishing world by creating a magazine prototype directed at a specialized target audience.

Prerequisite(s): AC 141.

### **AC 361 — Computer Applications and Interactive Technologies for Marketing Communications**

2 credits; 0 lecture and 4 lab hours

Students improve skills in word processing, spreadsheets, desktop publishing, presentations, and internet research through the use of marketing communications case studies. The use of software applications to solve marketing communications problems is explored.

Prerequisite(s): AC 161 or MG 153.

### **AC 362 — Video Studio Production**

3 credits; 2 lecture and 2 lab hours

Through workshop activities, students develop professional studio techniques for video, journalism, and communications. Emphasis is placed on understanding the product process as it pertains to marketing applications. Students work on team assignments in video production. (G6: Arts)

Prerequisite(s): AC 231.

### **AC 411 — Brand Management**

3 credits; 3 lecture hours

Students study the critical elements of brand management--the role of brands and the concept of brand equity--using integrated marketing communications strategies and tactics to build brands. They learn to build brand equity by employing brand elements and leveraging secondary associations through brand extensions, co-branding, and forming strategic alliances with third parties.

Prerequisite(s): AC 321.

### **AC 412 — Creative Strategies**

3 credits; 3 lecture hours

Advertising strategies are developed to solve marketing communications problems and build strong brand identities. Students research industry-derived projects and evaluate relevant market factors to create effective strategies.

Prerequisite(s): AC 231.

### **AC 413 — Corporate Communications**

3 credits; 3 lecture hours

Students develop the skills necessary to create communications that successfully influence an organization's internal and external publics. The course trains students to identify emerging business trends, interpret annual reports and related business documents, and convey business news in a clear, concise style through a variety of business communication and public relations tools.

Prerequisite(s): AC 321, SS 242, and (EN 266, EN 321, EN 362, EN 363, or EN 364).

### **AC 423 — Special Events Marketing Public Relations**

3 credits; 3 lecture hours

Students learn how to integrate special events into a client's marketing communications program. The strategies, planning, and execution of special events are studied using specific cases. Students work with industry clients to produce an event.

Prerequisite(s): AC 321.

### **AC 424 — Marketing Communications: An International Perspective**

4 credits; 4 lecture hours

This course focuses on the principles and processes of the marketing communications industry in England. Through seminars and field experience, students work with marketing communications companies to design, plan, and implement communications programs. Includes an internship experience with the British communications industry. Approximately four weeks in June.

Prerequisite(s): AC 221 and approval of instructor.

### **AC 425 — Marketing Communications in China**

3 credits; 3 lecture hours

A four-week work-study internship course in China. Students attend lectures and seminars and are exposed to the business practices of marketing companies conducting business in China. They assist business executives in planning and executing marketing communications campaigns for various products and services.

Prerequisite(s): A.A.S. degree, and AC 221 or AC 231 or AC 271, and approval of instructor.

### **AC 461 — Electronic Media Production**

3 credits; 2 lecture and 2 lab hours

Technical and creative aspects of electronic media are stressed as students write, direct, edit, and produce trade and consumer videos and commercials. The coursework develops video production capabilities and encourages familiarity with a fully equipped, multi-camera studio. Preproduction and postproduction functions are analyzed and evaluated.

Prerequisite(s): AC 362.

**AC 462 — Video Field Production**

3 credits; 2 lecture and 2 lab hours

The operation and application of portable video and editing equipment to meet fashion marketing, corporate communications, and broadcast journalism objectives and strategies. Through the hands-on experience of writing, producing, directing, and editing a 5-minute infomercial and a 30-second television commercial, students learn planning, budgeting, and digital postproduction techniques.

Prerequisite(s): AC 362.

**AC 471 — Media Planning**

3 credits; 3 lecture hours

Examines the relationship between the marketing plan and media planning. This course develops students' understanding of pre- and post-placement media analysis and research. Students develop a media plan utilizing research data and reports from current case histories.

Prerequisite(s): AC 271 and MA 222.

**AC 499 — Independent Study in Advertising and Marketing Communications**

1-3 credit

Prerequisite(s): a minimum of 3.5 GPA and approval of instructor, chairperson, and dean for Business and Technology.