



SMU

TEMERLIN
ADVERTISING
INSTITUTE

Graduate Course Catalog

COURSE	ACTION
ADV 6101(1.5) SPECIAL TOPICS Advanced study of current issues in advertising, with specialized topic(s) defined for intensive examination. Components Special Topics Topics: B2B ADVERTISING, NEW BUSINESS DEVELOPMENT, EXPERIENCE DESIGN, SHOPPER MARKETING, CREATIVE DESIGN STRATEGY	
ADV 6110(1) DIRECTED STUDY This is an independent study under the direction and supervision of a full-time faculty member. A directed study is a close collaboration between the professor and an advanced student who conducts a rigorous project that goes beyond the experience available in course offerings. The student must secure written permission from the instructor and return a completed Directed Studies Approval Form to the Temerlin Advertising Institute Office before the start of the term. Instructor and departmental consent required. Components Independent-Directed Study Topics: INTERNSHIP	Department Consent Required
ADV 6301(3) SPECIAL TOPICS Advanced study of current issues in advertising, with specialized topic(s) defined for intensive examination. Components Special Topics Topics: DESIGN AND PERSONALITY, ADVERTISING INDUSTRY IN DALLAS, ADVERTISING INDUSTRY IN NY, GRAPHIC DESIGN, DIGITAL MARKETING, SXSW INTERACTIVE, ADV & DESIGN IN NEW YORK, MOBILE APP DESIGN	
ADV 6310(3) DIRECTED STUDY Independent study under the direction and supervision of a full-time faculty member. A directed study is a close collaboration between the professor and an advanced student who conducts a rigorous project that goes beyond the experience available in course offerings. The student must secure written permission from the instructor and return a completed Directed Studies Approval Form to the Temerlin Advertising Institute Office before the start of the term. Instructor and departmental consent required. Components Independent-Directed Study Topics: DIGITAL MEDIA LANDSCAPES, ADVERTISING MEDIA	Instructor Consent Required
ADV 6311(3) THESIS Components Thesis Research	Department Consent Required
ADV 6312(3) THESIS Prerequisite: ADV 6311. Components Thesis Research	Department Consent Required

Requirement Prerequisite: ADV 6311.

ADV 6317(3)

CONSUMER INSIGHT AND PERSUASION

Focuses on applying knowledge from a variety of social sciences to the study of consumers, both as individuals and as members of larger groups. Draws upon theories from many disciplines to study the behavior of consumers from the standpoint of culture, sub-culture, social class, social groups, and family, all with a focus on advertising ramifications. Includes motivations, attitudes, beliefs and learning and ethical considerations in cross-cultural advertising.

Components Seminar

ADV 6320(3)

SOCIAL MEDIA ENGAGEMENT STRATEGIES

Students explore ways to deliver messages to audiences using a variety of traditional and nontraditional media. Emphasis is placed on the development of delivery systems that can maximize consumers engagement with marketing messages. Topics covered include word-of-mouth, viral marketing, social media marketing, cause-related marketing, product placement, and customer relationship management.

Components Seminar

ADV 6325(3)

PRACTICUM: EXECUTIVE INTERNSHIP

Intensive advertising industry work experience. Agencies and corporations assign students to long-term clients and projects.

Components Practicum

ADV 6362(3)

ACCOUNT MANAGEMENT

Enables students to understand what makes advertising agency account managers successful. Examines the personal and performance qualities that characterize successful account managers. Emphasis is placed on interpersonal skills, problem-solving skills, and discussions of advertising industry situations.

Components Seminar

ADV 6365(3)

MARKETING COMMUNICATIONS MANAGEMENT

In-depth examination of strategic messaging, target audiences, compelling brand platforms, brand portfolio management, brand equity building, online branding, global brand building, metrics and measurement, and marketing communications. Students participate in contemporary case analyses on a team and individually, studying branding issues and contemporary brand-building best practices.

Components Seminar

ADV 6371(3)

ADVERTISING AS A CULTURAL FORCE

Does advertising take its cues from culture, or is it a trendsetting change agent that deliberately or unintentionally shapes society based on what is being advertised? Topics include the development of corporate images, racial and gender stereotypes, persuasive strategies, and international cultural differences. Highlights pertinent agencies, ideas, movements, events, and people from the past and present, as well as future trends. Using case studies from around the world, students consider the potential impact for good or bad that advertising can have on people and cultures, given the industry's power and influence.

Components Seminar

ADV 6372(3)

RESPONSIBILITY AND SOCIAL ENTREPRENEURSHIP

Topics for this seminar include identifying the agents of change in the industry and what sets them apart,

defining responsibility and where and how it manifests itself in the field of advertising, and determining how responsible advertising evolves into an agent of cultural change. Weekly lectures, guest speakers, and review of contemporary literature and case studies assist students in formulating educated responses.

Components Seminar

ADV 6374(3)

INTERNATIONAL ADVERTISING

Advertising in today's global market economy demands a clear understanding of the environmental and cultural influences on the communication process. Specifically, tomorrow's professionals understand how the rapidly changing global environment influences marketing and advertising decisions about research, management, strategy, media, execution, and a host of other important advertising related issues. Examines the influence of culture on the consumer behavior process and responses to advertising. Students learn to recognize and vocalize similarities and differences between countries and consumers based on tangible cultural indicators. Provides the necessary tools to effectively communicate and advertise products in a global marketplace.

Components Seminar

ADV 6383(3)

CREATIVITY, ART & PROBLEM-SOLVING

A seminar devoted to understanding the complex nature of creativity as both art and science. Considerations from philosophy, ethics, biology, sociology, economics and the fine arts will all be brought to bear on the issue, culminating in an exploration of the form creativity takes in the realm of advertising—from ideation to execution, as well as in organizational dynamics. Special attention will be given to identifying necessary and sufficient conditions for creativity, as well as an account of its more mysterious qualities, including the nature of objective, subjective and cultural aesthetic realities. The study of important theories and the review of case studies from a variety of creative domains provide the basis for class discussions and projects.

Components Seminar

ADV 6384(3)

CONCEPTING

A workshop for developing ideation skills and helping students self-identify as art directors or writers. Students acquire techniques and develop personal discipline inherent to the generation of novel, sophisticated creative work based on a solid concept—the distinctive, guiding idea that drives campaign messages. Assignments are evaluated in group critiques, and each student completes a final portfolio by term end.

Components Studio

ADV 6385(3)

PORTFOLIO

A workshop course devoted to the continued development and professional-level execution of an advertising portfolio reflecting mastery of strategic and conceptual thinking. Work is prepared and evaluated to satisfy highest industry standards for placement. A jury of creative professionals reviews portfolios at an end-of-term critique. Restricted to advertising graduate students.

Components Studio

Requirement Restricted to Advertising graduate students.

ADV 6390(3)

PRODUCTION STUDIO

Students learn the basic principles of advertising design and production in tandem with the use of industry-standard hardware and software programs, including the Adobe Creative Suite.

Components Studio

ADV 6391(3)

METRICS OF SUCCESS

A focus on the interpretation and application of research information to make decisions about marketing

communication strategies. Emphasis is placed on the use of data as an aid to problem-solving and on the need to critically evaluate the quality of different types and sources of data. Addresses why measurement is important. Negotiates the meaning of words like "relevance" and "engagement." Examines how to conduct and assess measurement across multiple media. Discusses the who, what, and why of research metrics and the likely impact of measurement on the evolution of interactive media.

Components Seminar

ADV 6392(3)

QUALITATIVE/QUANTITATIVE RESEARCH

Covers the entire research process: development of research questions; qualitative methods, including focus groups, in-depth interviews, and participant observation; quantitative methods, including surveys and experiments; sampling; data analysis; and communicating the result. The course also addresses important research concepts, including validity, reliability, and ethics.

Components Seminar

ADV 6393(3)

ACCOUNT PLANNING

Covers the research-based and consumer-centered approach to strategic development of advertising. Expands on qualitative and quantitative research practices used in advertising, as well as specific planning techniques. Students create strategic briefs, report on primary and secondary research among consumers, and contribute to the creative and media strategies of an advertising campaign.

Components Seminar

ADV 6395(3)

ADVANCED PORTFOLIO

Students continue development of an advertising portfolio. Special focus is given to the development of nontraditional and alternative media strategies. Students develop self-promotional materials to complement the portfolio. A jury of creative professionals reviews portfolios at an end-of-term critique. Prerequisite: ADV 6385. Restricted to advertising graduate students.

Components Studio

Requirement Prerequisite: ADV 6385 Portfolio. Restricted to Advertising graduate students.

ADV 6396(3)

ADVANCED RESEARCH PROJECT

Prerequisites: ADV 6391, 6392.

Components Research

Requirement Prerequisites: ADV 6391, 6392.

ADV 6399(3)

Department Consent Required

ADVERTISING CAMPAIGNS

Integrating major advertising principles, students work directly with an advertising agency to develop and present a real-world advertising campaign project for one of the agency's clients. Students use knowledge of research, strategy and planning, and media and creative execution, and they develop presentation techniques and team dynamics.

Components Seminar

Requirement Group: