

Media Marketing & Management

MD140 Principles of Advertising

Cr-3

This course covers the theory, role, scope, and practice of modern advertising. It investigates how and why consumers respond to advertising and how persuasion motivates action. It explores consumer and advertising research techniques.

MD141 Digital Video and Copywriting

Cr-3

This course introduces the field of broadcast advertising. It explores the artistic and technical potential of commercial production and covers the production of 30-second radio and 30-second television commercials. It includes hands-on experience with camcorders, non-linear video and audio editing systems, and state-of-the-art digital animation programs used by the television commercial industry.

MD151 Fundamentals of Media

Cr-3

This course covers the theory, role, scope, and practice of modern advertising and introduces the types and characteristics of vehicles that carry advertisements. Topics include advertising media, such as newspaper, magazines, television, radio, and their advantages and limitations.

MD152 Print Media and Production

Cr-3

This course examines publications, direct mail, outdoor, and other print advertising vehicles. Reproduction processes, utilization, and the preparation for each process are discussed. It includes field trips to printing plants and the creation of print layouts.

MD161 Visual Communication

Cr-3

This course introduces students to the fundamental principles of visual communication and creativity with an emphasis on understanding historically significant art styles. Students explore various types of visual expression and apply creative problem-solving principles to both two-dimensional and three-dimensional projects in a variety of media. Emphasis is placed on formulating basic design and layout principles, with particular stress on application. Students are introduced to the masters, practices, and careers of painting, sculpture, graphic design, animation, film, digital media, illustration, and photography.

MD240 Advertising Management

Cr-3

This course considers the function of the advertising manager and art director in developing an integrated communications campaign. It emphasizes individual and team solutions, and cases and problems. Prerequisites: MD140 Principles of Advertising, and MD141 Digital Video & Copywriting.

MD253 Broadcast Media and Production

Cr-3

This course introduces television and radio programming and audiences, media rate structures, and related material. Reproduction processes in broadcasting are discussed. It involves the creation of broadcast commercials along with field trips to radio and TV stations.

MD254 Media Planning

Cr-3

This course analyzes media costs, media buying problems, inter-media comparisons, and overall media strategy. Media problems are solved based upon marketing, advertising, and budget considerations. Prerequisite: MD151 Fundamentals of Media.

MD255 Media Computer Applications

Cr-3

This course covers the applications of data processing equipment to solving media problems. It includes media problem simulation using the DONMAR simulator. Prerequisite: MD151 Fundamentals of Media.

MD256 Digital Media Applications

Cr-3

This course introduces digital imaging, word processing, and digital video editing techniques used by the media professional. The aesthetic and technological potential of the software is explored. The use of digital media and editing of computer-based imagery are emphasized. Advanced instruction is included in software and peripheral devices, including scanners, printers, file storage media, and video editing equipment. Prerequisite: MD141 Digital Video & Copywriting.