PUBLIC RELATIONS AND ADVERTISING (PRAD)

PRAD 244 | PRINCIPLES OF ADVERTISING | 4 quarter hours
(Undergraduate)
This course is designed to be a comprehensive introduction to the principles and practices of advertising. The course will cover topics such as ad agency structure, roles in an agency, types of advertising from TV to mobile, advertising's role in marketing, brand strategy, market research, creative development and copywriting, media planning and buying.

PRAD 255 | PUBLIC RELATIONS | 4 quarter hours
(Undergraduate)
The foundational course in the public relations/advertising track traces the development of the public relations industry and practices. Students are introduced to theories and principles in public relations along with the roles and responsibilities of professionals working in the public relations discipline. Students examine industry regulations, societal implications, and strategic planning processes associated with public relations campaign and programs.

PRAD 256 | WRITING FOR PUBLIC RELATIONS AND ADVERTISING | 4 quarter hours
(Undergraduate)
This class provides students the opportunity to apply Public Relations/ Advertising theories and principles to the development of media materials. The course familiarizes students with various forms of persuasive writing and requires them to develop a writing portfolio that demonstrates their ability to write for diverse audiences. Assignments include campaign plans, news media kits, speeches, video scripts and more.
PRAD 244 or PRAD 255 is a prerequisite for this class.

PRAD 290 | PUBLIC RELATIONS AND ADVERTISING WORKSHOP (VARIABLE TOPICS) | 2 quarter hours
(Undergraduate)
This course allows students to sample a range of hands on, practical offerings in public relations and advertising that can enhance their knowledge and expertise. Workshop topics can include SEO/SEM, media sales and buying, focus group moderating, and Adobe Creative Suite (InDesign, Photoshop, Illustrator), among others. Students may take a maximum of 4 courses of PRAD 290 in the major, and a total of 8 credit hours. (2 quarter hours)

PRAD 291 | RESEARCH, DATA AND INSIGHTS | 4 quarter hours
(Undergraduate)
Research is critical to any advertising or public relations campaign. This course introduces students to the uses and applications of research in the fields of public relations and advertising. The goal is to provide future practitioners with information needed to commission and apply research to their work problems in the industry. Students will learn to recognize valid and reliable research and to utilize this data in decision making for their agencies or clients. Students will learn to form appropriate questions, select and develop appropriate methods (qualitative and quantitative), and analyze the data for unique consumer insights. Students learn to develop research that ensures messages are able to meet the strategic needs of their clients and agencies. Students cannot earn credit for both CMNS291 and PRAD291.
PRAD 244 or PRAD 255 is a prerequisite for this class.

PRAD 292 | DESIGN APPLICATIONS FOR PRAD PROFESSIONALS | 4 quarter hours
(Undergraduate)
This course will focus on developing a primary skill-set and a basic technical proficiency using the industry-standard creative design software applications for Advertising and Public Relations. The course will provide an instructional overview of the capabilities and functionality of Adobe Photoshop, Illustrator and InDesign, combined with hands-on labs that will parlay those ideas into practical application. Topics will demonstrate how the Adobe Creative Suite software can be used for creating logos, advertisements, brochures, and other digital imaging media used in Advertising and Public Relations.
PRAD 244 or PRAD 255 is a prerequisite for this class.

PRAD 320 | EVENT PLANNING | 4 quarter hours
(Undergraduate)
This course aims to provide students with the occupational, technical and interpersonal skills necessary to "survive and thrive" in the special event industry. In addition to specific content knowledge, students will develop cross-cultural awareness, global understanding and communication skills as they relate to the event industry as a whole. The course will prepare students for a variety of options: pursuit of employment in the special events industry, professional development for those already employed in the field and general knowledge for those interested in the special events field. The purpose of this course is to acquire an in-depth knowledge about the specialized field of event planning, and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events.
PRAD 244 or PRAD 255 is a prerequisite for this class.

PRAD 321 | ADVANCED EVENT PLANNING | 4 quarter hours
(Undergraduate)
The mission of the advanced Special Events Planning course is to provide students with further knowledge of the occupational, technical and interpersonal skills necessary to "survive and thrive" in the special events industry. In addition to the specific content knowledge, students will delve deeper into concepts that separate special event coordinators from special event leaders. Furthermore, this advanced level course places emphasis on higher level theoretical concepts that explain why event planning has become such a critical tool in the marketing and public relations industries. The purpose of this course is to acquire a complete understanding of successful event execution. While the first class (PRAD 320: Event Planning) focuses on successful planning, promotion, implementation and evaluation of special events, this advanced course is designed to provide a higher level skill set that covers topics that only become clear when a common understanding of event coordination are in place.
PRAD 320 is a prerequisite for this class.

PRAD 333 | HUMOR AND ADVERTISING | 4 quarter hours
(Undergraduate)
Roughly 60% of all ads are classified as "humorous". This course aims to answer the question of why humor and what makes an effective humorous ad. By examining ads and current campaigns, we will look at the role of humor in advertising, what types of humor are more effective, the right humor for specific brands and situations, and the creative way to use humor. Additionally, students will be challenged to create marketing communication that uses humor to meet specific communication goals.
PRAD 244 or PRAD 255 is a prerequisite for this class.

PRAD 334 | ADVERTISING AND PUBLIC RELATIONS ETHICS | 4 quarter hours
(Undergraduate)
This class explores issues of Public Relations/Advertising from both theoretical and practical perspectives. A focus is on the professional and social responsibilities of Public Relations/Advertising professionals and prevailing norms in public relations, advertising and related disciplines. Students also address issues related to institutional ethical practices. Ethical standards and practices associated with the use of persuasive communication are also addressed.
PRAD 244 or PRAD 255 is a prerequisite for this class.

PRAD 335 | DIVERSITY & CURRENT ISSUES IN ADVERTISING AND PUBLIC RELATIONS | 4 quarter hours
(Undergraduate)
This course challenges students to think critically about the societal effect of public relations and advertising with regard to their roles in the production and maintenance of consumer culture and the formation of public opinion. Students read widely from a body of social criticism that may diminish democracy and endanger our collective public life. This course asks future practitioners to confront the uses and abuses of public relations and advertising, and to understand the negative social consequences that can result.
PRAD 244 or PRAD 255 is a prerequisite for this class.

PRAD 336 | ADVERTISING CAMPAIGNS | 4 quarter hours
(Undergraduate)
This course is designed to help students develop a thorough understanding of the entire advertising campaign planning process. Working in teams, students will approach a communication problem for a real-world client just as an advertising agency would when working on new business. Students will bring together knowledge from past courses as they gather and analyze primary and secondary data to assess the client's situation then develop a comprehensive campaign plan. This includes the development of a creative message strategy and advertising campaign as well as a strategic media plan.
Junior standing and (PRAD 244 or 255) , PRAD 256, PRAD 291 and PRAD 292 are prerequisites for this class.

PRAD 337 | PUBLIC RELATIONS CAMPAIGNS | 4 quarter hours
(Undergraduate)
This class is designed to expose students to the use of public relations and advertising strategies and techniques in a variety of functions, including community relations, employee relations, government relations, and media relations. Through case studies, students examine contemporary examples of successful public relations programs and campaigns and discover how practitioners function as intermediaries between organizations and their publics.
Junior standing and (PRAD 244 or 255) , PRAD 256, PRAD 291 and PRAD 292 are prerequisites for this class.

PRAD 338 | HEALTH AND PUBLIC RELATIONS | 4 quarter hours
(Undergraduate)
Anchored at the intersection of health, healthcare, and public relations, this course will help students understand how to communicate behavioral change and health behavior adoption via strategic communications. The course will explore topics such as the vice (e.g., gambling, tobacco, alcohol, cannabis) industry, disease prevention efforts, health campaigns development, and approaching different stakeholders in healthcare. PRAD 255 or a Health Sciences major is a prerequisite for this class.
PRAD 255 or a Health Sciences major or a Cannabis Studies minor is a prerequisite for this class.

PRAD 339 | INTEGRATED COMMUNICATION CAMPAIGNS | 4 quarter hours
(Undergraduate)
This class is designed to expose students to the use and development of public integrated marketing communication strategies and techniques in a variety of product and service categories. Through case studies students examine contemporary examples of successful integrated marketing communication programs and campaigns and through implementation projects discover how integrated marketing communication practitioners function within marketing communication organizations.
Junior standing and (PRAD 244 or 255) , PRAD 256, PRAD 291 and PRAD 292 are prerequisites for this class.

PRAD 340 | BRAND ACTIVATION AND CONSUMER PROMOTION | 4 quarter hours
(Undergraduate)
What makes a brand active? How does a brand get people involved with their brand and ultimately purchase it? In this course, we'll look at the various ways brands become active, from basic tools like games and contests to more intricate efforts such as sports and cause marketing, as well as the world of experiences and events. This course covers the world of marketing communication now practiced by most public relations and advertising agencies.
PRAD 244 or PRAD 255 is a prerequisite for this class.

PRAD 350 | STRATEGIC COMMUNICATION PLANNING | 4 quarter hours
(Undergraduate)
At the heart of every great communication campaign is the big idea - what will really resonate and move a consumer to action. And at the heart of every big idea is a well crafted strategy - and at the heart of that are insights. In this class, you will learn what insights are, where to find them in todays tech driven world, how to interpret insights from data, and to turn those into strategies and then communication ideas. This concept of insight planning is not only for advertising students, but anyone who plans communication campaigns to reach the various targets of a business or service.
PRAD 244 and PRAD 291 is a prerequisite for this class.

PRAD 351 | COPYWRITING | 4 quarter hours
(Undergraduate)
This course examines the various ways and styles of writing effective and persuasive advertising copy. Through in class and outside work, students will have the opportunity to develop a variety of advertising/communication pieces, from television and radio scripts, to print and alternative/new media. Emphasis is placed on defining an overriding strategy, and then translating that strategy into effective pieces of communication.
PRAD 244 and PRAD 256 is a prerequisite for this class.

PRAD 352 | DIGITAL ADVERTISING | 4 quarter hours
(Undergraduate)
This course aims to offer students an overview of the dynamic field of digital and social media advertising. With the advent of new media technologies, communication and consumer engagement strategies have undergone a dramatic transformation. This course provides conceptual foundation of digital and social media advertising, setting it apart from traditional advertising. Through a practical and theoretical framework, students will gain insights into the evolving digital advertising industry and explore a diverse range of digital advertising topics, including social media strategy, programmatic media buying, Google Ads certificates, mobile advertising, among others.
PRAD 244 is a prerequisite for this class.

PRAD 353 | PSYCHOLOGY OF ADVERTISING | 4 quarter hours
(Undergraduate)
This course delves into the close relationship between psychology and advertising by elucidating the psychological determinants that underlie consumer behaviors and decision-making. Students will gain a comprehensive understanding of key psychological factors, such as motivation, perception, learning, and social influence, and how they could impact the development and outcome of advertising campaigns.

PRAD 354 | PERSONAL BRANDING | 4 quarter hours
(Undergraduate)
In this class you will create your personal brand in the same way you would create a brand for a company, product or service. The only difference is that the brand is YOU. During the first month of class we will explore the key characteristics of the world's most successful brands and compare brands within the same categories, such as Southwest Airlines and America Airlines. This work and learning will lead to creating your own personal brand using classic brand marketing thinking. This includes a brand framework with a purpose statement (your impact), values (who you are), actions (what you do), personality (what you are like) and brand design elements. You will make a final presentation of your brand to the class including ways you will execute your brand via a website, blog, LinkedIn profile or other communication platforms. This is not a class on how to get a job, but it will help you to position yourself for whatever you want to do and who you want to be in life.
(PRAD 244 or PRAD 255), PRAD 256, PRAD 291, PRAD 292 and Junior Standing are all prerequisites for this class.

PRAD 356 | ADVANCED WRITING FOR PUBLIC RELATIONS | 4 quarter hours
(Undergraduate)
This class is designed to give students an in-depth understanding and overview of the various writing techniques and formats used within public relations practice. Through dissection of examples of public relations writing, text readings and classroom discussion and labs, students will acquire the necessary writing and editing skills for PR. This course relies heavily on student writing assignments, editing, revising and critiquing these assignments, by the instructor and by peers. Classes will include lectures, student presentations, and writing lab time each week, plus guest speakers and a field trip.
PRAD 255 and PRAD 256 are prerequisites for this class.

PRAD 357 | ADVERTISING PORTFOLIO | 4 quarter hours
(Undergraduate)
This advanced-level course is designed to provide students with hands-on knowledge of what it takes to succeed as a copywriter or art director in today's advertising industry. This course really focuses on the process of generating great ideas that translate into strategic and memorable advertising campaigns. Students learn about the importance of a strong selling proposition, about theories of the creative process, and about idea generation techniques. The course places particular emphasis on the finished campaign execution, as students gain practical knowledge in creative advertising. It all culminates in portfolio critique, where industry creatives come in to evaluate students' work.
PRAD 244 is a prerequisite for this class.

PRAD 362 | ENGAGING LATINX COMMUNITIES | 4 quarter hours
(Undergraduate)
This course focuses on how to effectively engage Latino populations in ways that move beyond stereotypic and simplistic understandings of this group. Students will analyze the similarities and differences of Latino communities in the U.S., to gauge the effectiveness of using various promotional tools to affect their behavior as consumers and key publics. Students will learn about different formative research methodologies (with special emphasis placed on the qualitative and ethnographic techniques) that inform culturally relevant integrated communication campaigns. Students will also learn creative strategies for dialoguing with Latino consumers, customers, stakeholders, and influencers to develop public relations and advertising messaging in both the commercial and non-profit sector.
PRAD 244 or PRAD 255 is a prerequisite for this class.

PRAD 363 | THE MEETING OF SPORTS AND ADVERTISING | 4 quarter hours
(Undergraduate)
We know Sports is a multi billion dollar industry - and reaches into all aspects of society. But how does it influence the ad and communication business? How does sports change how we plan and execute campaigns and communication efforts? In this class, we'll look at how sports changes the way we select celebrities for endorsements, how we select sports over other properties, how we buy sports media differently than traditional media, and how sports is changing the media landscape in terms of broadcasting and streaming.
PRAD 244 or PRAD 255 is a prerequisite for this class.

PRAD 373 | PUBLIC RELATIONS & ADVERTISING ENTREPRENEURS | 4 quarter hours
(Undergraduate)
Entrepreneurship is at the core of the public relations and advertising (PRAD) profession. This course provides students with a grounding in the process of planning, funding, launching, growing and managing a successful new PRAD or media-related business; working on PRAD for an entrepreneurial venture; or freelancing. Through assignments, class discussions, site visits to entrepreneurial businesses and interaction with guest speakers, students will learn the risk, control and reward that comes with self-employment and working with startups in the PRAD profession and other fields. The course culminates with the development of a final project that involves business people so that students gain hands-on experience and feedback.
PRAD 244 or PRAD 255 is a prerequisite for this class.

PRAD 374 | MEDIA RELATIONS | 4 quarter hours
(Undergraduate)
Developed in collaboration with media relations experts at leading public relations firms, this course will explore how media relations is evolving in the changing landscape of traditional and social media. Topics include understanding the kinds of stories that interest media, building long-term media relationships, identifying the most strategic media targets, developing a variety of story angles, writing attention-getting pitches, preparing spokespeople for effective interviews, and merchandising media results. Considers classic public relations situations through the lens of today's media environment and real-life case studies including new product launches, brand repositioning, issues management, and consumer engagement.
PRAD 255 is a prerequisite for this class.

PRAD 375 | COMMUNICATION LAW | 4 quarter hours (Undergraduate)
This course is designed to provide students with an introduction to the portions of U.S. Law that define the scope of First Amendment protection for communication activities. The goal of the course is to help students understand legal issues important to professionals in the media-related fields of advertising, journalism, public relations and other communication specialties. The course helps students understand both their rights to communicate in political and commercial environments and the restrictions permitted on certain communication activities.
PRAD 244 or PRAD 255 is a prerequisite for this class.

PRAD 376 | CRISIS COMMUNICATION MANAGEMENT | 4 quarter hours (Undergraduate)
This course focuses on crisis communication and management, emphasizing practical application of theories, strategies, and tactics from a public relations perspective. Additionally, there is a focus on issues relevant to planning, development and execution of crisis communications programs for businesses and organizations and strategic public relations techniques for communication with stakeholders during a crisis.
PRAD 255 is a prerequisite for this class.

PRAD 378 | CREATIVITY IN ADVERTISING | 4 quarter hours (Undergraduate)
This course focuses on creative thinking and execution, and their vital role in advertising communication and program implementation. The course is designed to help students think more creatively, no matter what their specific goals may be. Materials include memoirs and texts by advertising professionals, case studies, video, films, and personal essays by people working in other creative venues. All are intended to help students examine and develop their own creative approach, particularly in advertising. Class assignments challenge students in different ways to strengthen their creative abilities.
PRAD 244 is a prerequisite for this class.

PRAD 379 | ADVERTISING MEDIA PLANNING | 4 quarter hours (Undergraduate)
This course examines the diverse capabilities of various media available to advertisers and the process by which advertising media plans are constructed to help meet marketing communication objectives for a product or service. The course provides fundamentals on the language, tools, research methods and concepts employed in the media planning process and helps students build media plans using appropriate objectives, strategies and tactics. The course will help students develop a heightened appreciation for the roles of logic, analysis, and insight in the media planning and buying process.
PRAD 244 is a prerequisite for this class.

PRAD 381 | TWEENS, TEENS AND MEDIA | 4 quarter hours (Undergraduate)
Using both social scientific and cultural studies perspectives, this course examines tween and teen media and technology use and how media and technology play a role in youth social/emotional, intellectual and physical development. From broadcast television to Nickelodeon to streaming platforms to social media, we will examine media influence on identity formation, relationships, and societal norms. Topics to be explored include advertising to children, media consumption habits, family media use, U.S. government media policy, digital citizenship, sexting and more as we investigate the complex media landscape shaping today's youth culture.

PRAD 382 | NON-PROFIT PUBLIC RELATIONS | 4 quarter hours (Undergraduate)
This course examines the philosophical and theoretical foundations of public relations and volunteerism. Strategic communication strategies relating to both internal and external publics will be explored including the unique legal and ethical issues that impact non-profit organizations. Students will gain hands-on experience, using a variety of theoretical foundations to guide development of strategic communication materials for local non-profit organizations.
PRAD 255 is a prerequisite for this class.

PRAD 383 | BRANDED CONTENT | 4 quarter hours (Undergraduate)
In today's new media world, brands have taken an old tactic of creating content and information to directly connect with their consumers and generate interest and participation. This course provides the approaches that brands take from a strategic point of view, the creation of relevant topics and content, be it entertainment or information, and the most appropriate use of available communication channels to best reach potential and current customers.
PRAD 244 or PRAD 255 is a prerequisite for this class.

PRAD 384 | INTERNATIONAL PUBLIC RELATIONS | 4 quarter hours (Undergraduate)
International public relations is an upper-level undergraduate course designed to introduce students to the global perspective of public relations. A primary goal of the course is to help students become knowledgeable of the ever-increasing development of the field across the world and the opportunities it offers to them, especially in government, transnational businesses, non-governmental organizations, and global agencies. Using a combination of real-world cases, interaction with industry professionals, on-site visit(s), and engagement with the multicultural aspects of the city of Chicago, students will put the class content in perspective and acquire competencies to be effective communicators and global public relations managers.
PRAD 244 or PRAD 255 is a prerequisite for this class.

PRAD 385 | INTERNATIONAL ADVERTISING | 4 quarter hours (Undergraduate)
Along with the thriving of multinational corporations and the emergence of cross-cultural communities, globalization has brought both threats and opportunities to marketers. Given the advance in technologies and the growth of global media, marketers need to become familiar with factors influencing global advertising communications. Thus it is imperative for advertising students to understand how the dynamic global environment influences advertising decisions about strategy, creative, media, and execution. The goal of this course therefore is to introduce and discuss issues that affect advertising in an international and global context. Through theoretical and practical examination of international advertising, students will become aware of how the environmental factors affect international advertising decisions and develop an understanding of how these factors affect responses to advertising.
PRAD 244 or PRAD 255 is a prerequisite for this class.

PRAD 386 | BATEMAN PUBLIC RELATIONS STRATEGY | 4 quarter hours (Undergraduate)
Public relations Bateman strategy introduces students to the strategic planning process involved in putting together and coordinating organizational public relations efforts for a real-world business problem/situation. In this course, students will learn what is involved in developing, implementing, and evaluating public relations programs for a client. The course will teach how to conduct formative research to examine an organization's internal and external environment; as well as identify and address public relations situations that emerge in these environments. Students will learn how to develop measurable objectives, and design strategies and select tactics that can better serve the organization's goals.
PRAD 255 and instructor permission are prerequisites for this class.

PRAD 387 | BATEMAN PUBLIC RELATIONS CAMPAIGNS | 4 quarter hours (Undergraduate)
Public relations Bateman campaigns is designed to prepare students for developing and implementing public relations campaigns, as well as to improve their problem-solving abilities. In this course, students apply the tools learned throughout their public relations studies including research, writing, and strategic planning. Working in teams, students will help a real-world client, assigned by the national Public Relations Student Society of America (PRSSA), address a real-world problem. Following the public relations process, students will design and implement a public relations campaign, and draft a case study on the experience to enter the annual PRSSA Bateman Competition.
PRAD 386 & instructor consent are prerequisites for this course.

PRAD 388 | AAF STRATEGY | 4 quarter hours (Undergraduate)
The National Student Advertising Competition is the premier college advertising competition that provides more than 2,000 college students the real-world experience of creating a strategic advertising/marketing/media campaign for a corporate client. Students enrolled in PRAD 388 and 389 will compete in this national competition and have a unique opportunity to create like a real pro with a real client. This class is the strategy section of the American Advertising Federation's (AAF) National Student Advertising Competition (NSAC). We will work together to solve a real marketing problem with a real client. The client will brief us just as they would their agencies in the real world. In this class, students will work together as one team. We will create an inspiring creative brief starting with understanding the client business challenge. We will then set campaign goals, define the consumer mindset, and determine a messaging and communications strategy that will inspire the integrated creative campaign. (Developed in Winter Quarter class.) We will use quantitative and qualitative research and data to make the case for our strategic direction. Lectures, in-class discussions. readings and speakers will help facilitate this process. Your ability to work together as a team (both inside and outside of class) will be critical in developing a successful strategy/creative brief. Your final project will be a first-class pitch presentation delivered to a group of faculty members and industry professionals. This presentation will also be foundation of presentation submitted to the competition.

PRAD 389 | AAF CAMPAIGNS | 4 quarter hours (Undergraduate)
The National Student Advertising Competition is the premier college advertising competition that provides more than 2,000 college students the real-world experience of creating a strategic advertising/marketing/media campaign for a corporate client. Students enrolled in PRAD 388 and 389 will compete in this national competition and have a unique opportunity to create like a real pro with a real client. PRAD 389 is when your insight and strategy from PRAD 388 inspire the Big Idea and its creative campaign. Now, armed with that insight and strategy you will develop the Big Idea, then the creative execution and final presentation. So, simply put, in the Winter quarter of this two-quarter class you will develop 1. the creative idea 2. create the "advertising" that will tell the brand story and engage the target consumers across the platforms determined by the communication plan developed in PRAD 388. From print and TV to social media to streaming video, experiential marketing to promotions, from influencers to events, you will actually execute the campaign for presentation to the client for the competition. Your ability to work together as a team (both inside and outside of class) will be critical to the success of this part. Your final work will consist of the strategy and research presentation developed in Autumn Term, plus a separate creative presentation delivered live to the judges. At that point, we will find out if we pass the first regional round and go on to the semifinals.

PRAD 393 | SPECIAL TOPICS IN PUBLIC RELATIONS AND ADVERTISING | 4 quarter hours (Undergraduate)
This course examines a broad range of topics related to public relations and advertising processes. The course may address such topics as social media, artificial intelligence, corporate social responsibility, podcasting, strategic planning for sports public relations and advertising, and leadership development. For a detailed course description, click the course link and view the Class Notes in the Enrollment Information tab.
PRAD 244 or PRAD 255 is a prerequisite for this class.

PRAD 396 | CAPSTONE IN PUBLIC RELATIONS AND ADVERTISING | 4 quarter hours (Undergraduate)
This Capstone course is designed to help students reflect on the knowledge, skills, and experiences they have gained throughout their undergraduate studies while preparing PRAD majors for life after graduation, regardless of their career paths. Throughout the course, students will develop their personal brands and communicate them through a portfolio, resume, LinkedIn profile, and networking efforts within their chosen field. Students will also explore business concepts essential to PRAD and other workplaces, and draw on their PRAD knowledge to critically evaluate a current industry case. Only PRAD majors with at least 144 credit hours are eligible to enroll in the Capstone. Additionally, PRAD majors cannot receive credit for CMN 396.
Senior standing is a prerequisite for this class.

PRAD 397 | FOX SPORTS UNIVERSITY | 4 quarter hours (Undergraduate)
Each year, we receive a specific real world assignment from Fox Sports involving one of their broadcast shows or major sports sponsorships. 20 students work in four groups of five over the quarter and compete to be selected by Fox Sports representatives as the winning marketing campaign. Students develop marketing, PR and sometimes advertising recommendations for the specific assignment. Students fully research the assignment, develop key insights, big ideas, complete tactical executions and evaluation.
PRAD 244 or PRAD 255 is a prerequisite for this class.

PRAD 401 | EYE TRACKING RESEARCH FOR THE PRAD PROFESSIONALS | 2 quarter hours
(Undergraduate)
In this course, the student will become familiarized with research methods used in communication by collaborating with the faculty in a research project investigating the role of visual attention in predicting purchase intentions for healthy and unhealthy food products. This project is part of the Media Engagement Research Lab. ** 2 credit hours per quarter for a total of 4 credit hours.

PRAD 505 | CRITICAL PERSPECTIVES ON PUBLIC RELATIONS AND ADVERTISING | 4 quarter hours
(Graduate)
This course examines the ever-increasing influence of public relations and advertising in our society, highlighting issues of power and social responsibility. Students are asked to think critically about the societal effects of public relations and advertising and their roles in the production and maintenance of public opinion. Future practitioners consider the potentially adversarial relationship that exists between public relations and advertising and the media in societies based on a free press.
PRAD 553 or PRAD 555 and status as a Graduate Public Relations and Advertising student are a prerequisite for this class.

PRAD 511 | CONSUMER INSIGHTS | 4 quarter hours
(Graduate)
This course focuses on the insight generation process used to gather a deeper understanding of consumer buying and information processing behavior among a diverse group of publics. This process is commonly used in advertising and marketing, but is gaining popularity in public relations and integrated communication campaigns. Each quarter the class will focus on one consumer segment (such as Latinx, Millennials, Gen Y). By focusing on these specific publics, students will be better able to develop their own instincts about this consumer segment, as well as learn consumer psychology and methodologies to better understand people's needs and wants. Students will find and analyze secondary research data and then utilize qualitative research techniques, such as focus groups, ethnographic research and in-depth interviewing to develop key insights into a target group.
PRAD 553 or PRAD 555 and status as a Graduate Public Relations and Advertising student or instructor permission are prerequisites for this class.

PRAD 512 | ENGAGING LATINX COMMUNITIES | 4 quarter hours
(Graduate)
Increasingly, organizations and businesses are actively pursuing Latinx communities to consume their products, vote for their candidates, and support their causes. Yet few public relations and advertising professionals are capable of effectively communicating with this growing segment of the population. This course covers the process of understanding Latinx stakeholders and developing culturally-relevant integrated communication campaigns to reach them. Students will gain expertise and experience in creating comprehensive strategies targeting various Latinx segments, as well as exploring the effectiveness of different approaches to engaging US Latinxs.
PRAD 553 or PRAD 555 and status as a Graduate Public Relations and Advertising student or instructor permission are prerequisites for this class.

PRAD 514 | CONTEMPORARY ISSUES IN PUBLIC RELATIONS AND ADVERTISING | 4 quarter hours
(Graduate)
A seminar devoted to the reading and discussion of contemporary academic and popular works dealing with emerging issues in the fields of public relations and advertising. Students gain advanced knowledge of new industry trends and explore issues central to current professional debates.
PRAD 553 or PRAD 555 and status as a Graduate Public Relations and Advertising student are a prerequisite for this class.

PRAD 515 | WRITING FOR A COMMUNICATION CAREER | 4 quarter hours
(Graduate)
Today's communicators need to understand how to write for the paid, earned, shared, owned and experiential spaces. The goal of this course is to help students develop the professional writing skills essential for a successful communications career. Students analyze the process of strategic planning and writing, and explore the communication techniques used to establish positive relationships with organizational constituents, customers, and media outlets. They apply what they have learned by developing and presenting a variety of written materials, such as a news release, fact sheet, pitch letter, and content for various social media platforms, as well as gaining an appreciation for best practices in business writing. The course also includes an overview of the AP Style Guide. Upon the successful completion of this course, students will have a professional ePortfolio of writing samples.
Status as a Graduate Public Relations and Advertising student and PRAD 553 or 555 or (Status as a graduate Health Communication student and CMNS 500 or HTHC 515 or HTHC 517) or (instructor permission) are prerequisites for this course.

PRAD 521 | PUBLIC RELATIONS MEASUREMENT AND DATA ANALYTICS | 4 quarter hours
(Graduate)
PR measurement and data analytics is an applied course designed to introduce students to the measurement and evaluation principles, tools, and methods that they will use as strategic communication practitioners. Driven by practical focus, students will learn to monitor and assess communication efforts through real-world projects, assignments, and discussions. Using actual cases of research and analytics, the course will prepare students to work on future research projects or collaborate with research professionals.
Status as a Graduate Public Relations and Advertising student and PRAD 555 or instructor permission is a prerequisite for this course.

PRAD 530 | PR/AD AGENCY ROLES & RESPONSIBILITIES | 4 quarter hours
(Graduate)
Students will gain deeper career knowledge and insight as they study roles and responsibilities of all key functions in advertising and public relations firms (from intern to CEO) and how they individually interact with clients. Students will meet agency professionals and clients from major corporations, associations and nonprofits. Final assignment involves research and interviews with agency teams.
PRAD 553 and PRAD 555 and status as a Graduate Public Relations and Advertising student are prerequisites for this class.

PRAD 535 | PUBLIC RELATIONS IN HEALTH CARE | 4 quarter hours (Graduate)
This course will help students understand the organizational impact of health policy in America and prepare them to assume roles in communication management positions in the United States health care industry. Students will explore current issues in health policy such as the problem of the uninsured, the rising cost of health care, the politics of health, the impact of the Affordable Care Act (ACA), and the role of health communication in addressing these issues.
Status as a Graduate Public Relations and Advertising or Health Communication student is a prerequisite for this class.

PRAD 536 | ADVERTISING AND HEALTH CAMPAIGNS | 4 quarter hours (Graduate)
The purpose of this course is to provide a review of theories and models in developing health campaigns for different settings, using varied strategies as informed by the principles of advertising and health communication. The course will focus on how to develop and implement health interventions and how these might vary across behaviors, settings, strategies, and target groups. The course will also emphasize the careful exploration of content creation while developing basic knowledge in the application of graphic design software such as adobe photoshop, in-design, and premiere pro. Emphasis will be placed on understanding resources and other practical considerations necessary to produce, deliver, and monitor health promotions, with demonstrated effectiveness.
Status as a Graduate Public Relations and Advertising student and PRAD 553 or 555 or (Status as a graduate Health Communication student and CMNS 500 or HTHC 515 or HTHC 517) or (instructor permission) are prerequisites for this course.

PRAD 540 | CRISIS COMMUNICATION MANAGEMENT | 4 quarter hours (Graduate)
This course examines institutional crisis communication from a management perspective. Emphasis is on crisis response strategies and organizational approaches for preventing and managing crisis events. Students develop case studies of contemporary crises and participate in simulations designed to develop professional expertise and practical skills in crisis communication management.
Status as a Graduate Public Relations and Advertising student and PRAD 553 or 555 or (Status as a graduate Health Communication student and CMNS 500 or HTHC 515 or HTHC 517) or (instructor permission) are prerequisites for this course.

PRAD 550 | INTEGRATED COMMUNICATION CAMPAIGNS | 4 quarter hours
(Graduate)
The course presents a formal model for the implementation of integrated marketing communication plans across a number of communication functional areas. The course stresses the importance of campaign consistency, expression of unique audience insights, creative leverage, and the establishment of zero-based execution parameters. Case studies are examined as models for understanding elements of successful programs and for the development of team projects.
PRAD 553 or PRAD 555 and status as a Graduate Public Relations and Advertising student or instructor permission are prerequisites for this class.

PRAD 551 | ADVERTISING AND COPYWRITING | 4 quarter hours (Graduate)
This course will introduce students to the world of the ad copywriter. It will encompass everything from the development of a strategy, to the execution of that strategy in all forms of ad related communication. Students will learn the techniques of good ad writing and create work for Print, TV, Radio, IMC elements, new media, among other forms. PREREQUISITE(S): PRAD 553.
PRAD 553 and status as a Graduate Public Relations and Advertising student are prerequisites for this class.

PRAD 552 | DIGITAL ADVERTISING | 4 quarter hours (Graduate)
This online hybrid course offers an in-depth exploration of the programmatic advertising ecosystem, equipping students with practical knowledge of digital advertising platforms, audience targeting, campaign execution, and optimization strategies. Students will gain hands-on experience using industry tools such as The Trade Desk and earn certification upon completion. Topics include real-time bidding, creative strategy, campaign analytics, social media integration, and advertising in mobile games. Students will learn how to plan, execute, and optimize data-driven campaigns using tools like The Trade Desk, with certification included. The course covers audience targeting, real-time bidding, campaign measurement, creative strategy, and advertising across social media and gaming platforms. Weekly hands-on labs and assignments build toward a final campaign project.
(PRAD 553 or PRAD 555 or status as MS-Digital Marketing student or instructor permission) is a prerequisite for this course.

PRAD 553 | ADVERTISING FOUNDATIONS | 4 quarter hours (Graduate)
The course examines the history, theories, principles, applications, and the business of modern advertising - from the perspectives of the practitioner, the client and the consumer. Students will learn the the entire process of advertising creation and placement, from the development of measurable objectives to consumer research, from strategy development to creative execution, and from the best use of media to how we measure success in today's world. By the end of the course, students will touch each aspect of campaign creation and their role within the practice.
Status as a College of Communication Graduate Student or department consent is a prerequisite for this class.

PRAD 554 | CREATIVE PROCESSES | 4 quarter hours (Graduate)
This course will to introduce you to, make you aware of, and immerse you in the creative process. We will examine existing theories of creativity through multiple lenses, including advertising professionals, creative researchers, writers, painters, musicians and doctors. Your goal is to identify commonalities, as well as discipline-specific differences, by evaluating how the person, the discipline and the social context, combine to direct each creative process, and affect its end product. Students will also develop, chart and refine their own creative process skills through in-class assignments and outside projects as they create effective solutions for a variety of creative problems.
Status as a College of Communication Graduate Student or department consent is a prerequisite for this class.

PRAD 555 | PUBLIC RELATIONS FOUNDATIONS | 4 quarter hours
(Graduate)
This foundational course involves the study of the theory, history, practice and future of public relations in a comprehensive way. It is a course designed to allow students to understand the breadth of the field and to investigate specific areas of public relations (i.e., political, medical, financial, government, corporate, education, etc.). It will also cover the operations and the objectives of public relations practice from both the corporate and non-profit sectors.
Status as a College of Communication Graduate Student or department consent is a prerequisite for this class.

PRAD 556 | STRATEGIC PLANNING IN PUBLIC RELATIONS | 4 quarter hours
(Graduate)
Students will learn how to analyze an organization's initial situation, prior to public relations programs; how to formulate strategies and objectives for proper pre-planning; and how to develop a rich and measurable PR plan. Budgets, tactics and timelines will also be discussed and required as an aspect of the final PR plan project.
PRAD 555 and status as a Graduate Public Relations and Advertising student are prerequisites for this class.

PRAD 557 | ADVERTISING COMMUNICATION STRATEGY | 4 quarter hours
(Graduate)
The course examines the development of advertising communication strategy within the context of an organization's overall marketing objectives. The course emphasizes harmonization of strategies for internal and external audiences and for support of organizational vision. Case studies define the relationship of marketing communication to product and service innovation, pricing and distribution. Particular attention is given to strategies which are imaginative and cost-effective.
PRAD 553 and status as a Graduate Public Relations and Advertising student or instructor permission is a prerequisite for this course.

PRAD 558 | CONSUMER PROMOTION | 4 quarter hours
(Graduate)
This course explores the various ways marketers engage consumers with a specific goal of generating a purchase or an action such as lead generation. This course will cover the basics of promotion, as well as the ways brands activate more image based marketing tactics, such as sports and arts sponsorships, cause marketing, and entertainment marketing. Additionally, students will understand what marketers need to do at retail - the last mile on the purchase process - and the new world of shopper marketing. Students will learn how these tools can meet the dual objectives of driving purchase while maintaining a brand's image.
PRAD 553 or PRAD 555 and status as a Graduate Public Relations and Advertising student or instructor permission are prerequisites for this class.

PRAD 561 | DIGITAL COMMUNICATION IN A GLOBALIZED WORLD | 4 quarter hours
(Graduate)
This course is designed to provide students with an introduction to the dynamic field of digital communication in today's globalized world. This course addresses a wide variety of digital communication through a practical and theoretical framework. Issues will include artificial intelligence (AI), brand communication in the Metaverse, influencer marketing, social media, visual storytelling, and culture and digital communication. Specific objectives include, but not limited to: 1. To provide an overview of workplace trends and issues in digital communication 2. To examine the impact of digital communication on consumers and brands 3. To understand the role of culture and diversity in digital communication 4. To offer opportunities for students to analyze case studies in digital communication.
(PRAD 553 or PRAD 555 or status as MS-Digital Marketing student or instructor permission) is a prerequisite for this course.

PRAD 562 | MEDIA RELATIONS | 4 quarter hours
(Graduate)
The goal of this course is to provide students with a detailed understanding of the theory and practice of media relations, an essential function of the public relations and strategic communication professions. Through a mix of readings and discussions, assignments, guest speakers from industry and a final project, students develop a strong foundation in the fundamentals of media relations and working effectively with influencers, whether journalists, bloggers or other opinion leaders. Through a series of interrelated assignments that culminate with a final project and presentation, students gain practical experience working with a class client, which has included local Fortune 500 companies or other well-known Chicago organizations. Students also gain experience using media monitoring tools and databases.
PRAD 555 and status as a Graduate Public Relations and Advertising student are prerequisites for this class.

PRAD 563 | MEDIA PLANNING | 4 quarter hours
(Graduate)
This course is designed to introduce students to the concepts and skills essential for pursuing a career in advertising media. Students will learn the planning, selection, and evaluation of advertising media for possible use in advertising campaigns and discuss trends and challenges in current media environment. Fundamental media planning concepts such as reach, frequency, ratings, share, gross rating points, and other cost and audience measurement factors will be discussed in the context of traditional print, broadcast, out-of-home media as well as digital and alternative media options. Students will also become familiar with using syndicated data for developing a media plan.
PRAD 553 and status as a Graduate Public Relations and Advertising student is a prerequisite for this class.

PRAD 564 | BUSINESS SKILLS FOR STRATEGIC COMMUNICATORS | 4 quarter hours
(Graduate)
A global business center, Chicago boasts one of the country's largest concentrations of FORTUNE 1000 corporations, start-up businesses and associated agencies. This course helps communication professionals gain greater fluency in the language and issues of business and C-suite leaders so they may serve as more trusted advisors and counselors. Course concepts are applied through class discussions, activities, assignments, visits from industry professionals and a final project. For the final project, students work on a case study entry for submission to the prestigious annual Page/Institute for Public Relations case study competition. This case project bolsters the student's professional portfolio and boosts their business acumen (formerly CORPORATE COMMUNICATION).
PRAD 553 or PRAD 555 and status as a Graduate Public Relations and Advertising student or instructor permission are prerequisites for this class.

PRAD 565 | INTERNATIONAL PUBLIC RELATIONS | 4 quarter hours
(Graduate)
This graduate seminar is designed to help students gain an understanding of the theoretical and practical foundation of public relations in international, global, transnational, and multinational contexts. Using a combination of real-world cases, interaction with industry professionals, on-site visit(s), and engagement with the multicultural aspects of the city of Chicago, students will gain the knowledge necessary to prepare an international/global public relations program. Likewise, the academic and trade readings and lectures will introduce theories and best practices related to international public relations and how these inform scholarly work. The course will also help students become knowledgeable of the ever-increasing development of the field across the world and the opportunities it offers to them, especially in government, transnational businesses, non-governmental organizations, and global agencies.
PRAD 553 or PRAD 555 and status as a Graduate Public Relations and Advertising student or instructor permission are prerequisites for this class.

PRAD 575 | COMMUNICATION ETHICS AND LAW | 4 quarter hours
(Graduate)
This course covers the ethical and legal responsibilities that advertising and public relations professionals encounter in their practice. Students will review legal topics including the First Amendment, libel, privacy and copyright. Additionally, they will analyze and apply the code of ethics that inform public relations and advertising in the U.S. They will learn the ethical values and principles that guide the practice, while discussing issues such as responsible advocacy, public communication campaigns and corporate social responsibility.
Status as a College of Communication Graduate Student or department consent is a prerequisite for this class.

PRAD 585 | RESEARCH, DATA AND INSIGHTS | 4 quarter hours
(Graduate)
Formative and evaluative research is at the core of effective public relations and advertising campaigns and programs. This course provides students with a foundation in research methods from the perspective of the public relations and advertising professional. Topics include sampling, data analysis, secondary and primary research, and a review of the major quantitative and qualitative research techniques, as well as the appropriate uses of such techniques. Through practical application of course concepts, students will learn how to use research to uncover stakeholder insights, and evaluate and improve the performance of campaigns and programs. (formerly RESEARCH METHODS FOR THE COMMUNICATION PROFESSIONAL)
Status as a College of Communication Graduate Student or department consent is a prerequisite for this class.

PRAD 586 | ACCOUNT PLANNING | 4 quarter hours
(Graduate)
As media forms converge, and content delivery and commerce blend, the importance of understanding the emotional connections between consumers and brands has assumed a larger role than ever in the marketing process. The account planner represents the voice, and feelings, of the consumer in this process. This course will examine the history of account planning and its relationship within advertising agencies to creative development and brand development. Special emphasis will be placed on the qualitative and ethnographic research techniques used by planners, and the role that curiosity and empathy play in understanding different consumer audiences.
PRAD 553 and status as a Graduate Public Relations and Advertising student are a prerequisite for this class.

PRAD 588 | ACCOUNT MANAGEMENT | 4 quarter hours
(Graduate)
This class will focus on account leadership at an advertising agency, but the principles will apply to client management for public relations agencies as well. Account management is one of the toughest jobs to learn, and to explain, but one of the most critical functions in an agency. In this class you will learn how to lead a client relationship, solve client business problems with creative solutions and sell the agency recommendations and gain insight into what kind of leader you are and have the potential to be. From the nuts and bolts of client agency management to inspiring great creative solutions and handling tough clients, you will be prepared to be a great account leader starting day one on the job.

PRAD 590 | PUBLIC RELATION & ADVERTISING WORKSHOP | 2 quarter hours
(Graduate)
This course allows students to sample a range of hands on, practical offerings in communication that can enhance their knowledge and expertise. Topics offered include focus groups, idea generation, and social media insights. (2 quarter hours)
Status as a College of Communication Graduate Student or department consent is a prerequisite for this class.

PRAD 592 | INDEPENDENT STUDY | 4 quarter hours
(Graduate)
Students will be guided in the development of a special research project that furthers their collaboration with an instructor and produces a report that demonstrates their mastery of critical content and competencies. The independent study option is intended for students who have demonstrated a mastery of course content, who would benefit from a sustained, focused collaboration with a relevant faculty member. PREREQUISITE(S): Approval from instructor and department chair.
Status as a Graduate Public Relations and Advertising student is a prerequisite for this class.

PRAD 594 | COMMUNICATION CAMPAIGNS FOR SOCIAL CHANGE | 4 quarter hours
(Graduate)
This course examines the strategic use of communication to achieve social change at a community and/or national level. Focusing on participatory approaches and the use of traditional and emerging technology by not-for-profit and private sector organizations, students explore how public relations and advertising strategies are employed to collaboratively address community issues and needs. The course has an emphasis on communication efforts led by or for identity-based and/or marginalized communities, with the aims of collective action, framing issues and behavioral change. Through a case study approach, students learn the planning, (from formative research, to designing strategies and tactics) implementation and evaluation process of a communication for social change campaign.
Status as a College of Communication Graduate Student or department consent is a prerequisite for this class.

PRAD 595 | SPECIAL TOPICS IN PUBLIC RELATIONS & ADVERTISING | 4 quarter hours
(Graduate)
This course examines a broad range of topics related to public relations and advertising processes. The course may address such topics as issues management, consumer behavior, relationship management, strategic planning and program development, or leadership development. For a detailed course description, click the course link and view the Class Notes in the Enrollment Information tab.
PRAD 553 or PRAD 555 and status as a Graduate Public Relations and Advertising student or instructor permission are prerequisites for this class.

PRAD 596 | PERSONAL BRANDING AND CAREER STRATEGIES | 4 quarter hours
(Graduate)
In this capstone course, students will develop their personal brand through the same process used for creating an organization's brand. Students learn what makes a successful brand and prepare their own brand framework with a purpose statement, values, actions, personality and design elements. Students will execute their brand through their professional ePortfolio (a M.A. in PRAD graduation requirement), social media, and other communication platforms. This class provides an opportunity for students to position themselves as strategic communicators, reflect on their learning during the graduate program and contemplate on who they want to be in their professional life. The course is to be taken in the student's last (or second to las)) quarter before graduation. Only PRAD majors who have completed 32 credit hours or above are eligible to register for this course.
Status as a graduate PRAD student and 32 credit hours completed are prerequisites for this class.

PRAD 599 | RESEARCH THESIS | 4 quarter hours
(Graduate)
Enroll in 599 during the term you plan to defend your thesis or complete your final project. This is a graded, 4-credit hour course. Tuition is charged. You must have a scheduled defense/completion date to be approved for this class. Your thesis/project advisor needs to communicate this date to the Graduate Studies Director for your program, before you are allowed to enroll. Loan deferment is allowed to those registered for this class.
Status as a Graduate Public Relations and Advertising student or instructor permission is a prerequisite for this class.

PRAD 601 | ACTIVE DEGREE COMPLETION | 0 quarter hours
(Graduate)
This is a 0-credit hour course that is available to students who are working actively toward the completion of a thesis or project. Enrollment in this course is limited to the two quarters prior to the defense of the thesis/project and requires thesis/project advisor and graduate director approval and proof of work each quarter. Enrollment in this course allows access to the library and other campus facilities. This course carries half-time enrollment status and eligibility for loan deferment and student loans. This course is graded as pass/fail. (0 credit hours)
Status as a Graduate Public Relations and Advertising student or instructor permission is a prerequisite for this class.

PRAD 602 | CANDIDACY CONTINUATION | 0 quarter hours
(Graduate)
This is a 0-credit hour course that requires permission from the graduate director. Students can enroll in 602 if they are finishing a course in which they received an incomplete (IN). If the student does not register for any regular courses in the quarter they plan to finish the incomplete, they can enroll in 602 and access the library and other campus facilities. No tuition is charged, only student fees (approx. $50). This course is graded as pass/fail. Not eligible for loan deferment or student loans.
Status as a Graduate Public Relations and Advertising student or instructor permission is a prerequisite for this class.