

A dream, will  
forever be a dream,  
if no plan is made  
to fulfill it when we  
are young...



## Advertising

- ✓ Learn understanding audiences through research
- ✓ Learn creating effective messages through research
- ✓ Learn putting message into effective channels through research

.....  
(785) 628-5365 [CommDept@fhsu.edu](mailto:CommDept@fhsu.edu)  
[www.fhsu.edu/communication](http://www.fhsu.edu/communication)

### Advertising Minor (21 hours)

#### Required Courses (15 hours)

- COMM 347 - Advertising\*
- COMM 656 - Advertising Copywriting Strategy & Tactics\*
- COMM 657 - Advertising Management, Media Analysis & Planning
- COMM 658 - Advertising Campaign Design & Analysis\*
- COMM 680 - Advertising Lab

#### Suggested Courses (choose two, 6 hours)

- COMM 100 - Fundamentals of Oral Communication
- COMM 125 - Introduction to Motion Pictures
- COMM 318 - Introduction to Organizational Communication
- COMM 414 - Business and Professional Speaking
- COMM 600 - Nonverbal Codes
- COMM 601 - Persuasion
- COMM 602 - Intercultural Communication
- COMM 604 - Interpersonal Communication
- COMM 606 - Conflict Management
- COMM 607 - Listening

### Advertising Certificate (12 hours)

#### Required Course

- COMM 347 - Advertising\*
- Suggested Courses (Choose three, 9 hours)
- COMM 656 - Advertising Copywriting Strategy & Tactics\*
- COMM 657 - Advertising Management, Media Analysis & Planning
- COMM 658 - Advertising Campaign Design & Analysis\*
- COMM 680 - Upper Division Advertising Electives

**\* Courses offered in fall 2011, register now!**

“If I were starting life over again, I am inclined to think that I would go into the advertising business in preference to almost any other.”

— Franklin D. Roosevelt,  
U.S. President

“Advertising nourishes the consuming power of a men ... It spurs individual exertion and greater production.”

—Winston Churchill,  
U.K. Prime Minister



Answer for “More Quotes”:

1. c; 2. b; 3. a; 4. d; 5. e; 6. f

“Doing business without advertising is like winking at a girl in the dark. You know what you’re doing, but nobody else does.”

—Stuart H. Britt,  
American Social Psychologist

## More Quotes

*(Want to know who are the quote authors?  
Answers are on the other side)*

1. **“I have always believed that writing advertisements is the second most profitable form of writing. The first, of course, is ransom notes...”**

—Philip Dusenberry, \_\_\_\_\_

2. **“Advertising people who ignore research are as dangerous as generals who ignore decodes of enemy signals.”**

—David Ogilvy, \_\_\_\_\_

3. **“The most truthful part of a newspaper is the advertisements.”**

—Thomas Jefferson, \_\_\_\_\_

4. **“Advertising says to people, ‘Here’s what we’ve got. Here’s what it will do for you. Here’s how to get it.’”**

—Leo Burnett, \_\_\_\_\_

5. **“Kodak sells film, but they don’t advertise film. They advertise memories.”**

—Theodore Parker, \_\_\_\_\_

6. **“Advertising is salesmanship mass produced. No one would bother to use advertising if he could talk to all his prospects face-to-face. But he can’t.”**

—Morris Hite, \_\_\_\_\_

**Choices:** a. U.S. President; b. British Advertising Executive; c. American Advertising Executive; d. American Advertising Executive; e. American Transcendentalist; f. American Advertising Executive.

## Find More Quotes? Your Thoughts?

## Essential Career Options

Account Planner/Executive/Supervisor  
Art/Creative Executive/Director  
Business Analyst/Executive/Manager  
Branding/Media Executive/Manager  
Communication/Campaign Manager  
Copywriter or PR/Speech Writer  
Marketing Graphic Designer  
Media Planner/Buyer  
Media/Consumer Relations  
Marketing, Promotion, and Sales  
PR/Event Specialists

## Selected Course Descriptions

### COMM 347 Advertising

(3) This course is an overview of the field of advertising including advertising history; the idea systems behind advertising as a social/economic institution; the perspectives of supporters and critics; and the principles and elements of design.

### COMM 656 Advertising Copywriting Strategy and Tactics

(3) This course examines the creative process including idea generation and execution of advertising copywriting and storyboards. The course will encompass the concepts of consumer motivation, perception, learning and attitudes as related to advertising tactics and strategies.

### COMM 657 Advertising Management, Media Analysis and Planning

(3) This course focuses on the function of media, the relationship between advertising and marketing, the role of research, research sources, media mathematics, identifying target audiences, scheduling, and media avenues (newspapers, magazines, radio, etc.)

### COMM 658 Advertising Campaign Design and Analysis

(3) This course involves the analysis and development of advertising campaigns aimed at gaining attention and acceptance of selected target audiences. An advertising campaign for a client will be developed.

### COMM 680 Seminar in Communication

(1-3) Designed to give upper-level students an opportunity for in-depth study into areas of communication. Content will vary according to the needs of the upper-level student population.