

Spring 2017 Course Descriptions

390.1 – Business News Wire

Instructor: Roush

The Business News Wire class teaches students how a news wire operates. Students will report stories about North Carolina companies on a real-time basis and market those stories to state media via email and a website. **BUJO**

390.2 Account Planning

Instructor: Carlton

A study of the principles and tools of strategists and account planners all in the pursuit of connecting people with brands in new and interesting ways. This course focuses on three main areas: insights, creativity, and persuasion. First, how to uncover compelling customer, competition and brand insights through research. Second, how to spark creativity in others and in yourself using those insights. Finally, the course will cover how to persuade, provoke and inspire others through creative briefs, presentations and more. **AD, SC, PR**

390.3 Workroom FashionMash Experiential Design

Instructor: McMahan

Partnering with a client, this Workroom course will showcase the conceptual thinking, design ideas and production needs for large brand activation projects in the fashion and lifestyle industries. The course will use design research and off-site testing to develop ideas that engage consumers around a brand story. Actionable concepts are then built, installed and launched with an audience. **AD, PR, SC**

490.1 Personal Finance

Instructor: Wolf

Learn the concepts of personal finance including mortgages, credit card management, checking accounts, credit ratings and scores, privacy, retirement planning, and stock market investing to help you successfully navigate your finances after graduation. We will explore the concepts of personal finance, and also at looking behind the numbers to spot how the consumer might be taken advantage of financially by banking and other institutions. This course will equip you with life-long skills related to managing and protecting your finances. **Conceptual**

490.2: Advertising Experience Design

Instructor: Villamil

This skills-based course explores the digital brand environment as a way to build engagement and better experiences for consumers. The course provides a broad understanding of new types of content, design, experiences and creative technologies. All types of making are welcome including advertising, data-driven media, product design, multimedia and visual art. Students should have foundational design experience. **SC/PR-AD w/ petition, Conceptual**

490.4 Communications Consulting

Instructor: Williamson

This seminar – Communications Consulting: The Art and Craft of the PR Professional is a rigorous, case-study approach designed to prepare juniors and seniors for a successful entry into the world of communications and public relations. Taught by seasoned practitioners with APCO Worldwide – a leading corporate and public affairs global communications consultancy -- this course has three areas of focus and exploration: 1) the agency as a professional services firm; 2) the client; and 3) the art of the win. Upon completion of the seminar, you will be better positioned to succeed in an agency environment. The case study approach, the one-on-one coaching, and the simulations will help you get “real world” insights into the field and what it takes to be successful. **PR, SC – Conceptual**

490.5 PRSSA Campaigns

This capstone class helps you integrate what you’ve learned in prior classes and apply those skills in researching, planning and implementing a public relations plan for a real-world client selected by national PRSSA for the annual Bateman competition. Meets requirement for MEJO 434 within the ad/PR concentration. Permission of instructor.