

# Upper-Level ADPR/BRDC Courses

## **ADPR 283-Strategy Development**

- Strategy only in a couple of years and remove the research.

## **ADPR 323 (Copy and Concept) and ADPR 333 (Design and Layout)**

- Work together on project throughout the semester.
- Identity and logo project
- Create a beer brand; find countries that they would have to research.

## **ADPR 350- Public Relations Planning and Strategy**

- Intro to PR only and students who are interested in PR.

## **ADPR 358 UX/UI Design**

- UX: User Experience
  - o Web design without the coding
- UI: Interface Design
- Design systems; brand guide; any brand guide for websites and mobile applications
- Digital designs for interacting media.
- A compliment to ADPR 458-Interactive media Design (Doing coding)

## **ADPR 458- Interactive Media Design**

- Where students do code with web design

## **ADPR 360- Media Planning and Strategy**

- Why would you purchase different types of advertising and where? Traditional sense: Billboards, Magazines, and Newspaper Ads. What Magazines you would advertise in, how big? The stock markets for advertising online.
- Gets into budget and business side of advertising. Students who are interested in business and finance. Who are interested in digital advertising.

## **ADPR 362- Digital Content Strategy**

- Social Media Strategy and content calendars for different social media platforms
- Social Media Campaigns

## **NSAC (National Student Advertising Competition)**

- National Student Advertising Competitions-15-18 teams
- Affiliated with American Advertising Federation
  - o Ad club and addy awards connect to this
- They get assigned a national client in October. Each district has teams (UNL district 7 or 9), if we win in district we go to nationals.
- Develop everything and pitch it to the client.

## **Batemen**

- PR focused
- Work with non-profit organizations
- Teams of max of 6 students
- Run a campaign in Feb and measure it and that's part of their presentation.

## **ADPR 434- Digital Insight & Analytics**

- Anything digital has a set of numbers (time you spend on the site, how long you scroll)
- Data can be used to develop insights and what can be developed on the site.
  - o Ex: Emails and Newsletter or social media
- Anything that is clickable can be used to measured/ get numbers.
- Not a math class, nothing to do with formula but how do you interpret numbers, so some statistics background would be beneficial.

## **ADPR 437- International/Multicultural Public Relations**

- Mosaic of PR
- How do you communicate to diverse audiences through Public Relations?
  - o Interested in: International, global, multicultural, diversity, PR is all offered in this class.

## **ADPR 447-Strategic and Creative Concepting**

- Creative storytelling and problem-solving. How to creatively communicate with strategic thinking and design.

## **ADPR 361-Owned, Paid, and Earned**

- Owned: Websites and Apps
- Paid: Advertising

- Earned: PR, how do you get buy end from those audiences? The spokes people for your brand.

#### **ADPR 464- Sports Media Relations & Promotions**

- Connected to PR
- How brands communicate to media and news outlets?
- Case studies and brands in sports teams

#### **ADPR 466- Social Media Theory and Practice**

- Theoretical look on social media and the practice behind it.
- Case studies

#### **ADPR 484- Brands & Branding**

- Case studies and study the different types of brands and how they are integrated.
  - o Like Disney owns Pixar. How does Disney operate when there are many sub brands.
- Brand architypes and the personalities they take on and the role they play in society.

#### **ADPR 491-Advertising: Crisis Response Advertising**

- How do brands react to crisis, like Covid? The strategy behind it

#### **BRDC 227-Audio Production**

- Fundamentals of audio production; vocal performances skills; practice writing correctly

#### **BRDC 269-Video Production**

- Fundamentals of video production; framing and doing interviews.

#### **BRDC 359- Cinematography-Videography**

- Shoot video and capture video. Art of video: How do you create really nice video? Like a documentary video that is very high quality.

#### **BRDC 372- Broadcast News Writing for Audio**

- News package and writing scripts; work with radio station. Good class for journalism students as well

#### **BRDC 375-Sports Broadcasting**

- Covers football games and being on air (Focus on Audio)

#### **BRDC 427-Podcasting**

- Making their own podcast. It's not just audio production, but business, strategy, and marketing of podcasting.

#### **BRDC 477-Broadcast Performance**

- Any student who wants to be on the front of the camera (beneficial for PR Students)