

441. Television and Radio Advertising
Fall, Winter, Spring. 4(4-0) 205.

Principles and practices underlying successful radio-television advertising; emphasis on media research, rate structure, programming, creativity; instruction in televising commercials.

449. Advertising Agency Workshop
Winter, Spring. 3(2-2) 317; MTA 300.

Advertising procedure including application of research, copy, layout, media selection, and merchandising to specific problems. Study of the advertising agency. Student groups work out campaigns for area manufacturers or agencies and present to company executives.

460. Advertising Management
Fall, Winter, Spring, Summer. 4(2-2) 205, MTA 300 or approval of department.

Decision theory and techniques used in planning, directing, and evaluating advertising. Emphasis on media-message strategies and media systems. Use of cases in small groups.

470. International Advertising
Winter. 4(4-0) 205, 460; MTA 300; or approval of department.

International advertising and promotion; formulation and implementation of international promotional strategies and policies; cases and problems from the viewpoint of advertisers and advertising agencies.

475. Advertising Research
Fall, Winter, Spring. 4(3-2) 205.

Nature, scope, and applications of research in advertising; theory, concept, and fact in the research process; dimensions of advertising research: data collection, field investigation, measurements of advertising and media audiences; evaluation of advertising messages.

499. Individual Projects
Fall, Winter, Spring, Summer. Variable credit. Approval of department.

805. Advertising Management
(820A.) Fall, Winter. 4(4-0)

Planning and formulating promotional strategy; establishing policies and making decisions to solve promotional problems of advertisers and agencies. Emphasis on case analysis.

810. Advertising Media Strategy
(820B.) Spring. 4(4-0)

Current problems in media selection. Efficient methods of planning media strategy. Evaluation of mass of media information available.

815. Advertising and Society
(820C.) Winter, Spring. 3(3-0) May re-enroll for a maximum of 6 credits.

Investigation of theory and scientific evidence relevant to the process and effect of advertising on individuals and on the socio-economic system. Critical examination of the social responsibilities of advertising.

832. Problems in Public Relations
Spring. 4(4-0) 427 or approval of department.

Public relations practice in the U.S. and abroad. Study of recent cases in public relations of corporations, associations, education, government and welfare organizations.

890. Special Problems
Fall, Winter, Spring, Summer. Variable credit. Approval of department.

899. Research
Fall, Winter, Spring. Variable credit. Approval of department.

AEROSPACE STUDIES A S

All University

110. First-Year Basic
Fall. 1(1-1)

Exploration of the causes of present world conflict as they affect the security of the United States. Survey of theory and practice of democracy and communism. Basic leadership orientation.

111. First-Year Basic
Winter. 1(1-1) 110.

Analysis of the United States power position in world affairs including a study of our national defense structure. Basic concepts of discipline and leadership.

112. First-Year Basic
Spring. 1(1-1) 111.

Comparison of the missions and functions of specific Air Force commands including employment of contemporary aerospace equipment and systems. Introduction to the professional opportunities in the USAF. Application of leadership concepts on the parade field.

210. Second-Year Basic
Fall. 1(1-1) 112.

Comparative study of free world land, naval and air forces and changing concepts of force employment. Continuation of leadership development.

211. Second-Year Basic
Winter. 1(1-1) 210.

Study of the mission, organization, functions and characteristics of communist military systems and security organizations. Continuation of leadership development.

212. Second-Year Basic
Spring. 1(1-1) 211.

Exploration of future trends in development and employment of military power including astronomical operations, and their impact on world affairs. Integration of leadership concepts on the parade field.

310. First-Year Advanced
Fall. 3 credits. 212.

Development of requisite communication skills. Survey of the nature of military conflict, the development of aerospace power and doctrine governing its employment. Leadership experience at lower command echelons.

311. First-Year Advanced
Winter. 3 credits. 310.

Development of instructional methods and techniques. Examination of Air Force organization and mission as the aerospace power and its employment in limited and general military actions. Continuation of Air Force officer development.

312. First-Year Advanced
Spring. 3 credits. 311.

Study of national space effort. Survey of solar system as it affects space exploration and operations. Study of the mechanics of space vehicle systems including orbits and trajectories. Survey of the principles and problems of current and planned space operations. Assumption of cadet staff and command positions. Preparation for summer training.

410. Second-Year Advanced
Fall. 3 credits. 312.

Study of military professionalism—its meaning, foundations and responsibilities. Practical use of leadership, management and communicative skills in cadet direction and control.

411. Second-Year Advanced
Winter. 3 credits. 410.

Study of leadership theory, functions and practices. Study of management principles and functions. Practical experience in the duties of the professional officer.

412. Second-Year Advanced
Spring. 3 credits. 411.

Study of the Military Justice System. Practice in the proper use of management tools and in Air Force decision-making and problem-solving methods. Final preparation for assumption of the professional duties of an Air Force officer.

AFRICAN LANGUAGES

See Linguistics and Oriental and African Languages

AGRICULTURAL ECONOMICS AEC

College of Agriculture and Natural Resources

240. Agriculture in the Economy
Winter. 5(4-1)

Economic and management principles in agriculture. Demand for farm products, principles of marketing and price determination. Identification of individual and societal problems related to agriculture. Alternative approaches to their solution.

401. Production Economics and Management
Fall, Summer of even-numbered years. 4(4-0) 240 or EC 201. Interdepartmental with the Resource Development Department.

Economic principles of production. Industry supply and factor demand analysis. Management concepts and choice criteria. Interrelationships of production and consumption decisions. Examples drawn from agriculture.

412. Farm Finance and Appraisal
Spring. 3(3-0) 240 or EC 201.

Agricultural capital: sources and requirements. Sources and terms of agricultural credit. Credit instruments. Interest rates. Agricultural credit policy issues. Principles of farm financial management and farm real estate appraisal.

417. Land Economics
Fall, Spring. 240 or EC 201 or approval of department. Interdepartmental with the Resource Development and Economics Departments and administered by the Resource Development Department.

Factors affecting man's economic use of land and space resources. Input-output relationships; development, investment, and enterprise location decisions. Land markets; property rights; area planning; zoning and land use controls.

420. Agricultural Business Management
Spring. 3(3-0) Seniors majoring in Agricultural Business or approval of department.

Application of management principles to problems confronting agricultural businesses. The case method is used in considering problems of finance, procurement, product development, processing methods, pricing, selling, and distribution.