

**Descriptions — Advertising  
of  
Courses**

**475. Advertising Research**

Fall, Winter, Spring, Summer. 4(3-2)  
323 or approval of department.

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.

**486. Advertising Management II**

(449.) Fall, Winter, Spring, Summer.  
4(4-0) 317.

Role of advertisers, agencies and media in applying advanced decision theories and techniques. Use of major projects to apply methods of planning, directing and controlling comprehensive advertising and public relations programs.

**499. Individual Projects**

Fall, Winter, Spring, Summer. Variable credit. Approval of department.

**823. Consumer Behavior**

Winter. 4(4-0) COM 820 or approval of department.

Examination of the emerging knowledge concerning consumer behavior. Emphasizes inquiry into the theory and process whereby consumer behavior is influenced by means of interpersonal and mass communication.

**826. Advertising Management**

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.

**846. Management of Media Programs**

Spring. 4(3-1)

Planning, execution and control of media programs. Theory and techniques of media allocation, including use of marginal analysis, mathematical programming, simulation and game theory in formulation of media strategy.

**850. Problems in Public Relations**

Fall. 4(4-0) Approval of department.

Purposes and principles of audience analysis to develop solutions to public relations problems.

**858. Management of Advertising Information**

Spring. 4(4-0) 826.

Management of information for advertising planning, decision-making and control. Design of advertising information systems, decision to buy information, collection and analysis of information, data bank management.

**865. Advertising and Society**

Spring. 4(4-0)

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.

**870. International Advertising**

Summer. 4(4-0) 826 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.

**890. Special Problems**

Fall, Winter, Spring, Summer. Variable credit. Approval of department.

**899. Research**

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

**990. Independent Study**

Fall, Winter, Spring, Summer. 3 to 12 credits. May re-enroll for a maximum of 12 credits. Approval of department.

Independent study of advanced theory, research and history of advertising thought.

**AEROSPACE STUDIES A S**

**All University**

**041. Leadership Laboratory**

Fall, Winter, Spring. 0(0-1) Approval of department.

Basic concepts of leadership and the role of discipline; leadership development through practical experience. Concurrent enrollment in an approved non-Aerospace Studies course is required.

**110. Organization of the U.S. Air Force**

Fall. 1(1-1)

The doctrine and mission of the U. S. Air Force; includes its history, organization, and how it is structured for mission accomplishment. Comparison of armed services mission relationships.

**111. U. S. Strategic Offensive and Defensive Forces**

Winter. 1(1-1)

Comparison of the missions and functions of specific Air Force commands, including employment of contemporary aerospace equipment and systems, as well as naval strategic offensive forces and army ABM systems.

**112. U. S. General Purpose Forces**

Spring. 1(1-1)

Tactical air forces. The mission, organization and function of the Air Force support commands and separate operating agencies as well as forces of other military branches.

**210. Aerospace Developments, Kitty Hawk Through World War II**

Fall. 1(1-1)

Development of manned flight through World War II. Trace development of concepts of employment of aerospace forces. Investigate factors which prompted research and technological change.

**212. Aerospace Developments, Post-World War II to Present**

Spring. 1(1-1)

Aeronautical developments since World War II. Trace development of concepts of employment of aerospace forces. Investigate factors which have prompted research and technological change.

**310. The Military and American Society**

Fall. 3(3-1)

Role of the professional officer in a democratic society; socialization process within the Armed Services; political, economic, and social constraints upon the national defense structure.

**312. National Security Forces Policy Formulation**

Spring. 3(3-1)

Broad range of American civil-military relations and the environmental context in which defense policy is formulated. Impact of technological and international developments upon strategic preparedness.

**410. Principles of US Air Force Management**

Fall. 3(3-1) 312.

Fundamentals of Air Force management: the knowledge base and the processes of managing.

**411. Concepts of US Air Force Management and Leadership**

Winter. 3(3-1) 410.

Continuation of 410, examining various applications of Air Force administration and management. Military professionalism. Leadership theory, functions and practices.

**412. US Air Force Leadership and Military Justice**

Spring. 3(3-1) 411.

Military justice and its application within the US Air Force. Leadership responsibilities. Last week: Final preparation for assumption of duties as an Air Force officer.

**499. Independent Study**

Fall, Winter, Spring. 1 to 3 credits. May re-enroll for a maximum of 6 credits. Juniors and approval of instructor.

Investigation of an aspect of aerospace activities of specific interest to the student and a faculty member.

**AFRICAN LANGUAGES**

See Linguistics and Oriental and African Languages

**AGRICULTURAL ECONOMICS AEC**

**College of Agriculture and Natural Resources**

**803. Development and Relevance of Agricultural Economics**

Fall. 3(3-0)

Emergence of agricultural economics. Problems leading to change. Values and beliefs related to public issues. Interaction between professionals and decision makers. Agricultural economics in Europe and in developing nations.

**805. Agricultural Production Economics I**

Fall. 4(4-0) FSM or PAM 340; not open to students with credit in FSM or PAM 401.

Economic principles of production. Industry supply and factor demand analysis. Management concepts and choice criteria. Interrelationship of production and consumption decisions. Welfare economics. Agricultural economics applications.