

**Descriptions — Advertising
of
Courses**

323. Consumer Behavior
(303.) Fall, Winter. 4(4-0) 306,
PSY 170, SOC 241, or approval of department.
Acquiring, analyzing, and interpreting consumer
information for advertising decisions, including:
situation analysis, market and audience analysis,
setting objectives, message and media decisions,
advertising evaluation.

327. Principles of Public Relations
(427.) Fall, Winter, Spring, Sum-
mer. 4(4-0)
Nature of public relations practice in business,
education, government. Emphasis on public
relations principles: identifying target publics,
press relations, cost management, planning pub-
lic relations programs.

**417. Advertising Creative Strategy
and Execution II**
Fall, Winter, Spring. 3(2-2) 317.
Continuation of 317. Numerous writing assign-
ments related to developing creative strategies,
developing and coordinating messages for dif-
ferent media, presenting and explaining creative
executions, structuring copy emphasizing narra-
tive techniques, techniques of visualization.

**418. Newspaper Advertising and
Business Management**
Fall, Winter. 4(4-0) Advertising or
journalism Seniors.
Newspaper advertising, staff management, rates,
circulation and promotion, research, editorial
and business office supervision, law, finance,
purchasing, and employee relations.

423. Retail Advertising and Promotion
Fall, Winter, Spring. 4(4-0) Majors:
317; others: Juniors.
Planning and preparation of retail advertising
and promotion with emphasis on smaller retailer;
practice in retail copy and layout; selecting
media; research; outside project related to the
student's interest.

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.

**446. Advertising Media Planning and
Strategy**
Fall, Winter. 4(4-0) 306 or approval
of department.
Planning, execution and control of advertising
media programs. Fundamental characteristics of
the media. Buying and selling process, and
techniques and methods used in media planning
process.

**465. Advertising and Social
Responsibility**
Fall. 4(4-0) At least 10 credits in
advertising courses or approval of department.
Assessing the impact of advertising on society,
the culture and the economy. Study of ethical
systems as basis for evaluating advertising. Self-
regulation, laws and government regulation of
advertising.

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 re-
search: data collection, field investigation, meas-
urements of advertising and media audiences;
evaluation of advertising messages.

486. Advertising Management II
(449.) Fall, Winter, Spring, Summer.
4(4-0) 317, 475.
Role of advertisers, agencies and media in ap-
plying advanced decision theories and tech-
niques. Use of major projects to apply methods
of planning, directing and controlling compre-
hensive advertising and public relations pro-
grams.

499. Individual Projects
Fall, Winter, Spring, Summer. Varia-
ble credit. Approval of department.

823. Consumer Behavior
Winter. 4(4-0) COM 820 or ap-
proval of department.
Examination of the emerging knowledge con-
cerning consumer behavior. Emphasizes in-
quiry into the theory and process whereby con-
sumer behavior is influenced by means of in-
terpersonal 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 pro-
grams. Theory and techniques of media alloca-
tion, including use of marginal analysis, mathe-
matical 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 plan-
ning, decision-making and control. Design of
advertising information systems, decision to buy
information, collection and analysis of informa-
tion, data bank management.

865. Advertising and Society
Spring. 4(4-0) Approval of depart-
ment.
Theory and scientific evidence relevant to the
process and effect of advertising on individuals
and on the socio-economic system. Social re-
sponsibilities of advertising and advertising
regulation.

870. International Advertising
Summer. 4(4-0) 826 or approval of
department.
International advertising and promotion; formu-
lation and implementation of international pro-
motional strategies and policies; cases and prob-
lems from the viewpoint of advertisers and
advertising agencies.

890. Special Problems
Fall, Winter, Spring, Summer. Varia-
ble 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 dis-
cipline; leadership development through practi-
cal experience. Concurrent enrollment in an
approved non-Aerospace Studies course is re-
quired.

**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. Com-
parison 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 employ-
ment 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. The Development and Employ-
ment of Aerospace Forces**
Fall. 1(1-1)
Development of flight from man's first efforts to
the present. Employment of aerospace forces in
war and peace.

**211. The Development and Employ-
ment of Aerospace Forces**
Winter. 1(1-1) 210 or approval of
department.
Continuation of 210.

**212. The Development and Employ-
ment of Aerospace Forces**
Spring. 1(1-1)
Continuation of 211.

**320. Principles of U S Air Force
Management**
(410.) Fall. 3(3-1)
Fundamentals of Air Force management: the
knowledge base and the processes of managing.

**321. Concepts of U S Air Force
Management and Leadership**
(411.) Winter. 3(3-1)
Continuation of 320, examining various appli-
cations of Air Force administration and manage-
ment. Military professionalism. Leadership
theory, functions and practices.

**322. U S Air Force Leadership and
Military Justice**
(412.) Spring. 3(3-1)
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.

- 420. The Military and American Society**
(310.) 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.
- 421. Strategy and the Management of Conflict**
Winter. 3(3-1)
The formulation and implementation of defense policy and strategy. The bureaucratic interplay and impact of nuclear technology. An investigation of limited and insurgency warfare.
- 422. National Security Forces Policy Formulation**
(312.) 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.
- 499. Independent Study**
Fall, Winter, Spring, Summer. 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.
- 809. Institutions Behavior and Performance**
Fall. 3(3-0) Approval of department.
Relationships among institutional structure, behavior, and performance. Concepts of behavioral sciences useful in public policy and program analysis emphasizing interactions of preferences, incentives and institutions.

- 810. Economics of Public Choice**
Winter. 3(3-0) Approval of department. Interdepartmental with the departments of Resource Development and Economics.
Economics of alternative institutions for collective action. Emphasis on property rights and natural resources. Public goods, externalities, non-marginal change, commonwealth, income and power distribution, grants, welfare criteria and market failure.
- 811. Public Program Analysis**
Spring. Summer of odd-numbered years. 3(3-0) FSM 401 or EC 324 or approval of department. Interdepartmental with the departments of Economics and Resource Development.
Application of benefit-cost analysis to public programs of resources development. Issues and case studies in budgeting, investment criteria, pricing, externalities, and coordination.
- 830. Data Generation and Analysis**
(470.) Winter. 4(4-0) STT 421.
Organization of information systems in relation to economics of information. Use of published data and samples. Index numbers. Regression, hypothesis testing and decision making. Emphasis on social science applications.
- 831. Advanced Food Processing and Distribution Management**
Fall, Spring. 4(4-0) May re-enroll for a maximum of 8 credits. Approval of department. Interdepartmental with and administered by the Department of Marketing and Transportation Administration.
Food industry adjustment to changing social, economic and internal company environment. Managerial principles and techniques applied to food processing and distribution. Student interaction with industry, labor and government representatives.
- 833. Mathematical Programming**
Spring. 3(3-0) EC 800 or 812A, MTH 334. Interdepartmental with the departments of Economics, and Statistics and Probability.
Linear programming. Theory of linear economic models. Topics in nonlinear programming.
- 835. Introduction to Econometrics**
Fall, Spring, Summer. 3(3-0) EC 325, STT 422. Interdepartmental with and administered by the Department of Economics.
Specification, estimation and interpretation of economic models. Applications to empirical problems.
- 837. Applied Operations Research I**
Spring. 4(4-0) MTH 113 or 228. Approval of department.
Use and interpretation of operations research techniques for problems encountered by agricultural economists. Emphasis on linear programming and its variations such as transportation models, network analysis, spatial equilibrium models.
- 838. Applied Operations Research II**
Summer. 2(2-0) MTH 113 or 228, STT 422. Approval of department.
Use and interpretation of operations research techniques for problems encountered by agricultural economists. Emphasis on techniques such as Markov processes, dynamic programming cohort analysis, queuing, Monte-Carlo techniques, elementary simulation.
- 841. Industrial Organization of Agricultural Markets**
Fall. 3(3-0) Approval of department.
Market organization and evaluation of performance. Pricing and market coordination problems. Group action in agricultural markets. Role of marketing in economic development.

- 843. Commodity Market Analysis**
Winter. 3(3-0) STT 422 and FSM 401 or EC 325.
Economic forecasting in agricultural commodity markets, short run and long run. Futures markets, hedging, speculation. Plant location and size. Selected topics. Emphasis on techniques of use to firm manager.
- 851. Advanced Farm Management**
Summer. 3(2-2) FSM 430 or approval of department.
Emphasizes identification, analysis, and methods of solving problems of farm organization and operation; new technology, specialization and scale. Farm case studies, role-playing, computer games and farm business simulation.
- 860. Rural Welfare and Development Policy**
Spring. 3(3-0) Approval of department.
Analysis of policies and programs for U.S. rural economic and human development. Development strategies. Public decision processes. Growth and distribution of income and public services. Poverty and income maintenance.
- 861. Agricultural Trade Policies**
Fall of odd-numbered years; Summer of even-numbered years. 3(3-0) EC 427 or approval of department.
International trade in agricultural products, areas of competition, changes in comparative advantage, interrelationship of national and international policy, regional groupings, trade and economic development, current policy proposals.
- 862. Agriculture in Economic Development**
Winter. 3(3-0) PAM 462 or approval of department.
Agricultural and industrial sector interactions in the development process. Theories and models of the agricultural development process. Transformation of agriculture in less-developed countries.
- 865. Rural Development Administration**
Winter. 3(3-0) Approval of department.
Concepts and principles of development administration and their application in the analysis of the processes and structures through which rural development activities are formulated and implemented in less developed countries.
- 866. Public Institutions and Rural Development Administration**
Spring. 3(3-0) Approval of department.
Application of administrative tools and techniques in organizing and evaluating public institutions. Analysis of institutional effectiveness in implementing rural programs in developed and developing countries. Cross-cultural considerations emphasized.
- 868. Data Collection in Developing Countries**
Spring of even-numbered years, Summer of odd-numbered years. 3(3-0) 830 or STT 825 or approval of department.
Principles for conducting household/village level studies of production and marketing in developing countries. Preparing research proposal, methodologies for data collection, processing and analysis. Field research administration.