

**Descriptions – Advertising
of
Courses**

- 306. Advertising Management I**
(460.) Fall, Winter, Spring, Summer.
4(2-2) ADV 205, MTA 301 or concurrently, or
approval of department.
Decision theory and techniques used in plan-
ning, directing, and evaluating advertising. Em-
phasis on media-message strategies and media
systems.
- 317. Advertising Creative Strategy
and Execution I**
Fall, Winter, Spring, Summer. 4(3-2)
ADV 306.
Process of making strategic and tactical creative
decisions. Numerous writing assignments re-
lated to developing creative strategy, visualiza-
tion techniques, basic copy structures, lifestyle
advertising, conveying advertiser and brand im-
ages.
- 321. Advertising Graphics and
Production**
(307.) Fall, Winter, Spring. 4(3-2) ADV
317.
Production problems in preparing material for
magazines, direct mail, and newspapers. Print-
ing processes; color printing; advertising art;
paper and its uses; booklet production.
- 323. Consumer Behavior**
(303.) Fall, Winter, Spring. 4(4-0) ADV
205, PSY 170, SOC 241.
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**
Fall, Winter, Spring, Summer. 4(4-0)
Nature of public relations practice in business,
education, government. Emphasis on public re-
lations principles identifying target publics,
press relations, cost management, planning pub-
lic relations programs.
- 417. Advertising Creative Strategy
and Execution II**
Fall, Winter, Spring. 3(2-22) ADV 317.
Continuation of ADV 317. Numerous writing as-
signments related to developing creative strate-
gies, developing and coordinating messages for
different media, presenting and explaining cre-
ative executions, structuring copy emphasizing
narrative techniques, techniques of visualiza-
tion.
- 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:
ADV 317; others: Juniors.
Planning and preparation of retail advertising
and promotion with emphasis on smaller re-
tailer; practice in retail copy and layout; select-
ing media; research; outside project related to
the student's interest.
- 441. Television and Radio Advertising**
Fall, Winter, Spring. 4(4-0) ADV 205.
Principles and practices underlying successful
radio-television advertising; emphasis on media
research, rate structure, programming, creativ-
ity; instruction in televising commercials.
- 446. Advertising Media Planning and
Strategy**
Fall, Winter. 4(4-0) ADV 306 or ap-
proval of department.
Planning, execution and control of advertising
media programs. Fundamental characteristics of
the media. Buying and selling process, and tech-
niques and methods used in media planning
process.
- 465. Advertising and Social
Responsibility**
Fall, Winter, Spring. 4(4-0) At least 10
credits in advertising courses or approval of de-
partment.
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)
ADV 323 or approval of department.
Nature, scope, and applications of research in
advertising; theory, concept, and fact in the re-
search process; dimensions of advertising re-
search data collection, field investigation, mea-
surements of advertising and media audiences;
evaluation of advertising messages.
- 486. Advertising Management II**
(449.) Fall, Winter, Spring, Summer.
4(4-0) ADV 317, ADV 475.
Role of advertisers, agencies and media in apply-
ing advanced decision theories and techniques.
Use of major projects to apply methods of plan-
ning, 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 con-
cerning 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.
- 831. Media Research I**
Fall. 4(4-0) Approval of department.
Interdepartmental with and administered by
the Department of Telecommunication.
Survey and experimental research designs and
their relationship to mass media problems.
Applied mass media research, audience re-
search, consumer studies, mass media message
research.
- 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) ADV 826.
Management of information for advertising
planning, decision-making and control. Design
of advertising information systems, decision to
buy information, collection and analysis of in-
formation, data bank management.
- 865. Advertising and Society**
Spring. 4(4-0) Approval of department.
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 reg-
ulation.
- 870. International Advertising**
Summer. 4(4-0) ADV 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 ad-
vertising 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 reenroll for a maximum of 12 cred-
its. 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. Open only to students who are not
enrolled in any other Aerospace Studies course.
Basic concepts of leadership and the role of an
Air Force officer; leadership development
through practical experience.
- 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 spe-
cific 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.