

978A. Independent Research in Higher Education Administration

(ED 940.) Fall, Winter, Spring, Summer. 1 to 6 credits. May reenroll for a maximum of 6 credits. Doctoral students in College and University Administration. Supervised and guided in-depth readings in literature and research specific to higher education administration which lead to the development of materials such as position papers, articles for publication, and grant and dissertation proposals.

982. Seminars in Administration and Curriculum

(ED 982.) Fall, Winter, Spring, Summer. 1 to 9 credits. May reenroll for a maximum of 15 credits. Approval of department. Seminars in the various fields of emphasis.

983. Readings and Independent Study in Administration and Curriculum

(ED 983.) Fall, Winter, Spring, Summer. 1 to 6 credits. May reenroll for a maximum of 15 credits. Approval of department. Study on an individual or group basis in the various fields of emphasis.

984. Laboratory and Field Experience in Administration and Curriculum

(ED 984.) Fall, Winter, Spring, Summer. 1 to 6 credits. May reenroll for a maximum of 6 credits. Approval of department. Supervised advanced graduate practicums, observation, internships, and externships in the various areas of emphasis.

999. Doctoral Dissertation Research

(ED 999.) Fall, Winter, Spring, Summer. Variable credit. Approval of department.

ADVERTISING ADV

College of Communication Arts and Sciences

205. Principles of Advertising

Fall, Winter, Spring, Summer. 4(4-0) Sophomores.

Comprehensive survey of basic principles and practices of advertising in their relation to our economy, our society, and our system of mass communication. Historical, social, and economic development of the field. Psychological and creative factors involved in advertising; research, media, and campaigns.

317. Advertising Creative Strategy and Execution

Fall, Winter, Spring, Summer. 4(3-2) MTA 300 or concurrently, ADV 205, JRN 201.

Process of making strategic and tactical creative decisions. Numerous writing assignments related to developing creative strategy, visualization techniques, basic copy structures, lifestyle advertising, conveying advertiser and brand images.

321. Advertising Graphics and Production

Fall, Winter, Spring. 4(3-2) ADV 317.

Production problems in preparing material for magazines, direct mail, and newspapers. Printing processes; color printing; advertising art; paper and its uses; booklet production.

323. Consumer Behavior

Fall, Winter, Spring, Summer. 4(4-0) MTA 300 or concurrently, 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 relations principles: identifying target publics, press relations, cost management, planning public relations programs.

346. Advertising Media Planning and Strategy

(446.) Fall, Winter, Spring, Summer. 4(4-0) ADV 317, ADV 323, MTA 301.

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.

417. Advanced Advertising Creative Strategy and Execution

Fall, Winter, Spring. 3(2-2) May reenroll for a maximum of 6 credits. ADV 317.

Numerous writing assignments related to developing creative strategies, developing and coordinating messages for different media, presenting and explaining creative executions, structuring copy emphasizing narrative techniques, techniques of visualization.

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 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) ADV 205.

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

460. Advertising Management

(306.) Fall, Winter, Spring, Summer. 4(4-0) ADV 346, MTA 301.

Decision theory and techniques used in planning, directing, and evaluating advertising. Emphasis on media-message strategies and media systems.

465. Advertising and Social Responsibility

Winter, Spring, Summer. 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. 4(3-2) ADV 323.

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 Campaigns

Winter, Spring, Summer. 4(4-0) ADV 346, ADV 475.

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. 1 to 6 credits. May reenroll for a maximum of 12 credits. 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.

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 research, consumer studies, mass media message research.

832. Media Research II

Winter. 4(4-0) TC 831. Interdepartmental with and administered by the Department of Telecommunication.

Data analysis techniques and presentation of mass media research data. Models for the study of mass media research problems.

846. Management of Media Programs

Spring. 4(4-0)

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) 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 information, 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 responsibilities of advertising and advertising regulation.

**Descriptions – Advertising
of
Courses**

870. International Advertising
Summer. 4(4-0) ADV 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. 1 to 6 credits. May reenroll for a maximum of 24 credits. Approval of department.

899. Master's Thesis Research
Fall, Winter, Spring, Summer. Variable credit. Approval of department.

931. Mass Media and the First Amendment
Fall. 4(4-0) Advanced graduate students. Interdepartmental with the School of Journalism and the Department of Telecommunication. Administered by the School of Journalism.

First amendment rights and the mass media. Analysis in depth of past and present public policy in areas of confrontation over guaranteed rights of freedom of expression.

965. Economics of the Mass Media
Spring. 4(4-0) Approval of department.

Economic theory and analysis relevant to mass media. Economic structure of the media and advertising. Conditions of competition among media and within related industries. Economic performance of media and advertising.

990. Independent Study
Fall, Winter, Spring, Summer. 3 to 12 credits. May reenroll 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. 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. 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. The Development and Employment of Aerospace Forces
Fall. 1(1-1)

Development of flight from our first efforts to the present. Employment of aerospace forces in war and peace.

211. The Development and Employment of Aerospace Forces
Winter. 1(1-1)

Continuation of A S 210.

212. The Development and Employment of Aerospace Forces
Spring. 1(1-1)

Continuation of A S 211.

320. U.S. Air Force Communication and Management
Fall. 3(3-1)

Application of communication and management skills for Air Force officers.

321. Concepts of U.S. Air Force Leadership
Winter. 3(3-1)

Leadership theory, functions, and practices. Applications of leadership concepts by junior officers.

322. U.S. Air Force Management and Leadership
Spring. 3(3-1)

Traditional Air Force management functions and current practices. Emphasizes need for leadership and professionalism in modern officer corps.

420. 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.

421. Strategy and the Management of Conflict
Winter. 3(3-1)

The formation and implementation of defense policy and strategy. The bureaucratic interplay and impact of nuclear technology. An investigation of limited and insurgency warfare.

422. National Defense Policy and Military Justice
Spring. 3(3-1)

Broad range of American civil-military relations and the environmental context in which defense policy is formulated. Military justice and the laws of war.

499. Independent Study
Fall, Winter, Spring, Summer. 1 to 3 credits. May reenroll 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 Germanic, Slavic, Asian and African Languages.

AGRICULTURAL ECONOMICS

AEC

College of Agriculture and Natural Resources

805. Agricultural Production Economics I
Fall. 4(4-0) PAM 340 or EC 325.

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) 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.

831. Food Marketing Management
Fall, Spring. 4(4-0) May reenroll for a maximum of 8 credits. 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 EC 812A, MTH 334. Interdepartmental with the departments of Economics, and Statistics and Probability.

Linear programming. Theory of linear economic models. Topics in nonlinear programming.