

**Descriptions — Advertising
of
Courses**

417. Advanced Advertising Creative Strategy and Execution
Fall, Winter, Spring. 4(3-2) May reenroll for a maximum of 8 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.

421. Computer Assisted Advertising Production
Fall. 4(3-2) ADV 346.
Computer assisted video, audio, print and graphics production techniques and their use in advertising and public relations creative and campaign presentations.

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.

445. Sales Promotion Management
Fall, Winter. 4(4-0) ADV 460 or concurrently.
Sales promotion techniques and the planning, implementation, evaluation and legal implications of appropriate strategies in consumer and trade markets. Emphasis on the coordination of sales promotion with the advertising program.

449. Business to Business Advertising
Spring. 4(4-0) ADV 460 or concurrently.
Managerial and creative functions of advertising as applied in the business and industrial fields.

460. Advertising Management
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, ADV 346.
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 460, 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.

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. 1 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 AS

Office of the Provost

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. Leadership laboratory.

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. Leadership laboratory.

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. Leadership laboratory.