

**Descriptions — Advertising
of
Courses**

**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.

470. International Advertising
Spring. 4(4-0) ADV 460, second year
competency in a foreign language or approval of
department.

Comparative analysis of cultures, economic conditions, laws, social conditions and technological developments to make managerial and public policy decisions on international advertising and marketing communication activities.

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. Interdepart-
mental with and administered by the Depart-
ment 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 depart-
ment.

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
Spring. 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. Varia-
ble credit. Approval of department.

**931. Mass Media and the First
Amendment**
Fall. 4(4-0) Advanced graduate stu-
dents. Interdepartmental with the School of
Journalism and the Department of Telecommu-
nication. Administered by the School of Journal-
ism.

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
Fall. 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 A S

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.

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. Leadership laboratory.

211. The Development and Employment of Aerospace Forces
Winter. 1(1-1)
Continuation of A S 210. Leadership laboratory.

212. The Development and Employment of Aerospace Forces
Spring. 1(1-1)
Continuation of A S 211. Leadership laboratory.

320. U.S. Air Force Communication and Management
Fall. 3(3-1) Approval of department.
Application of communication and management skills for Air Force officers. Leadership laboratory.

321. Concepts of U.S. Air Force Leadership
Winter. 3(3-1) Approval of department.
Leadership theory, functions, and practices. Applications of leadership concepts by junior officers. Leadership laboratory.

322. U.S. Air Force Management and Leadership
Spring. 3(3-1) Approval of department.
Traditional Air Force management functions and current practices. Emphasizes need for leadership and professionalism in modern officer corps. Leadership laboratory.

420. The Military and American Society
Fall. 3(3-1) Approval of department.
Role of the professional officer in a democratic society; socialization process with the Armed Services; political economic and social constraints upon the national defense structure. Leadership laboratory.

421. Strategy and the Management of Conflict
Winter. 3(3-1) Approval of department.
The formation and implementation of defense policy and strategy. The bureaucratic interplay and impact of nuclear technology. An investigation of limited and insurgency warfare. Leadership laboratory.

422. National Defense Policy and Military Justice
Spring. 3(3-1) Approval of department.
Broad range of American civil-military relations and the environmental context in which defense policy is formulated. Military justice and the laws of war. Leadership laboratory.

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 AND EXTENSION EDUCATION

AEE

College of Agriculture and Natural Resources

203. American Agrarian Movements
Spring. 3(2-2)
Historical perspectives of America by pioneers, farmers, ranchers, and others who cultivated the land from 1700's to 1930. Film screenings of agricultural movements, trends, and development are reviewed and analyzed.

230. Agriculture and Natural Resources-Visual Communications
Winter. 3(2-2)
Basic principles governing the use, and design of visual communications in agriculture and natural resources. Posters, publications, presentations and computer graphics.

360. Developing Concurrent Work-Education Programs
Fall. 1(2-0) Approval of department.
Planning, organizing and implementing effective concurrent work-education programs for secondary vocational agribusiness and natural resources education students.

361. FFA in Agribusiness and Natural Resources Education
Winter. 1(2-0) Approval of department.
Planning and organizing an effective FFA program as an integral part of a secondary vocational agribusiness and natural resources education program.

362. Developing a Five-Year Plan
Spring. 1(2-0) Approval of department.
Developing and organizing a five-year plan for a comprehensive secondary vocational agribusiness and natural resources education program.

401. Agriculture and Natural Resources Communications
Fall, Winter, Spring. 3(2-2) IRN 201 or other writing course and approval of department.
Techniques, strategies and practices in development of agricultural and natural resources information programs. Including writing, public relations, TV and radio production for specialized and general audiences.

402. Agriculture and Natural Resources Communications Internship
Fall, Winter, Spring, Summer. 1 to 6 credits. May reenroll for a maximum of 6 credits. AEE 401, approval of department.
Internship with professionals in communications field with emphasis on student's areas of interest—writing, radio, TV, publications, etc.

483. Readings and Independent Study
Fall, Winter, Spring, Summer. 1 to 6 credits. May reenroll for a maximum of 6 credits. Juniors; approval of department.
Study on an individual basis in the various areas of emphasis in agricultural and extension education.

802. Agricultural Education in Rural Development
Winter. 3(3-0) Approval of department.
Agricultural education at various levels and in different forms for rural development. Formal and non-formal education: planning, conducting and evaluating. Case studies from selected developing countries.

806. Education Through Cooperative Extension
Winter. 3(3-0) AEE 828 or EAD 860 or approval of department. Interdepartmental with the Department of Educational Administration.
Cooperative extension programs in the United States with emphasis on Michigan model: philosophy, history, scope, organizational structure, programs and methods.

810. Planning Programs
Spring of even-numbered years. 3(3-0) AEE 806 or approval of department.
Principles, theories and practices in developing state and local agricultural and extension education programs.

812A. Externship: Beginning Professionals in Agricultural and Extension Education
Fall, Winter, Spring. 1 to 3 credits. May reenroll for a maximum of 3 credits. Approval of department.
Current assignments of beginning professionals used for identifying roles and program characteristics; inventory of school and community resources; establishing mentor networks.

812B. Externship: Experienced Professionals in Agricultural and Extension Education
Fall, Winter, Spring. 1 to 3 credits. May reenroll for a maximum of 3 credits. AEE 810, AEE 812A.
Current assignments of experienced professionals for identifying problems and proposing possible solutions; review of trends in society and technology with application to local programs.

820. Developing Courses
Summer. 3(3-0) Approval of department.
Developing and utilizing survey instruments to identify community instructional needs in agricultural and extension education, and designing courses to assist in meeting those needs.

822. Principles and Practices in Directing Concurrent Work Education
Summer of odd-numbered years. 3(3-0) AEE 820 or approval of department.
Principles and practices involved in directing agricultural students in ownership, placement or school land laboratory programs.

824. Instructional Strategies
Spring. 3(3-0) AEE 820 or approval of department.
Strategies and methods for teaching agriculture and natural resources: objectives, mastery learning, demonstrations and others. Application of learning theory.