

**Descriptions—Advertising
of
Courses**

- 470. International Advertising**
Spring. 4(4-0)
P: ADV 346. R: Open only to Advertising majors. Comparative analysis of cultures, economic systems, laws and legal systems, political conditions, societies and new technologies as a basis for decisions on international advertising.
QP: ADV 460 QA: ADV 470
- 473. Consumer Research and Advertising Planning**
Fall, Spring, Summer. 4(4-0)
P: ADV 346. R: Open only to Advertising majors. Acquisition, analysis, and interpretation of consumer research information. Application of such information to the practice of advertising.
QP: ADV 346, ML 300 QA: ADV 323, ADV 475
- 486. Advertising Management**
Fall, Spring, Summer. 4(3-2)
P: ADV 473. R: Open only to Advertising seniors and graduate students. Decision theory and techniques to plan, prepare, direct, control and evaluate advertising and public relations campaigns. Application of advertising theory and techniques.
QP: ADV 475 QA: ADV 460, ADV 486
- 490. Independent Study**
Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 6 credits in all enrollments for this course.
R: Open only to Advertising majors. Approval of department; application required.
Supervised individual study in an area of advertising or public relations.
QA: ADV 499
- 493. Advertising/Public Relations Internship**
Fall, Spring, Summer. 1 to 4 credits.
R: Open only to Advertising majors. Approval of department; application required.
Supervised experience in a professional environment.
QA: ADV 399
- 823. Consumer Behavior**
Fall, Spring. 4(4-0)
Concepts and theories from behavioral sciences. Their use for developing advertising and public relations programs. Interpersonal and mass communication influences on consumer behavior.
QA: ADV 823
- 826. Advertising and Promotion Management**
Fall, Spring. 4(4-0)
P: ML 805 or concurrently.
Planning promotional strategy. Establishing policies for decision-making. Execution and evaluation of advertising and sales promotion programs. Emphasis on case analysis.
QP: ML 805 QA: ADV 826
- 846. Management of Media Programs**
Fall. 3(3-0)
Planning, execution, and control of media programs. Theory and techniques of budget allocation including marginal analysis, mathematical programming, simulation and game theory.
QA: ADV 846
- 850. Public Relations Planning**
Fall. 3(3-0)
Planning, execution, and evaluation of public relations programs. Theories, techniques, and applications. Topics include media relations, government relations, and fundraising.
QA: ADV 850
- 865. Advertising and Society**
Spring. 3(3-0)
Impact of advertising on individuals, society, and the economy. Public policy issues relevant to advertising. Regulation by government and industry.
QA: ADV 865

- 870. International Advertising**
Spring. 3(3-0)
P: ADV 826 or concurrently.
International dimensions of advertising and other marketing communications. Comparative analysis of economic, cultural, and legal conditions that affect advertising activities. International and foreign media.
QP: ADV 826 QA: ADV 870
- 875. Advertising and Public Relations Research**
Fall. 4(3-12)
P: One introductory research design or statistics course. R: Open only to graduate students in College of Communication Arts and Sciences.
Data collection and analysis. Use and interpretation of software package output.
QA: ADV 832, TC 831, TC 832
- 890. Independent Study**
Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 6 credits in all enrollments for this course.
R: Open only to graduate students in Advertising and Public Relations. Approval of department.
Directed study under faculty supervision.
QA: ADV 890
- 899. Master's Thesis Research**
Fall, Spring, Summer. 1 to 8 credits. A student may earn a maximum of 8 credits in all enrollments for this course.
R: Open only to students in advertising and public relations.
Faculty supervised thesis research.
QA: ADV 899
- 921. Media Theory**
Fall. 3(3-0) Interdepartmental with Journalism and Telecommunication.
R: Open only to Ph.D. students in Mass Media and Communication.
Process and effects of mediated communication. Audiences, socialization, and persuasion. Macro-societal, and intercultural perspectives. Theory construction.
- 975. Quantitative Research Design**
Fall. 3(3-0) Interdepartmental with Journalism and Telecommunication.
P: One graduate-level research design or statistics course. R: Open only to Ph.D. students in Mass Media.
Survey, experimental and content-analytic techniques applied to the study of media. Academic and applied research methods. Univariate and multivariate techniques.

- 212. The Development of Air Power-1 Key to Deterrence**
Spring. 1(1-2)
History of air power from the end of World War II to the present. Role of technology in the growth of air power. History of air power employment in military and non-military operations. Leadership laboratory.
QA: AS 211, AS 212
- 321. U.S. Air Force Communication and Ethics**
Fall. 3(3-2)
Communication, management, and ethical skills for Air Force officers. Emphasizes standards and professionalism in the modern officer corps. Leadership laboratory.
QA: AS 320, AS 321
- 322. Management and Leadership**
Spring. 3(3-2)
P: AS 321.
Leadership theory, traditional Air Force management functions, and current practices. Emphasizes the application of leadership concepts by junior officers. Leadership laboratory.
QA: AS 321, AS 322
- 421. American Defense Policy and the Management of Conflict**
Fall. 3(3-2)
P: AS 322.
Formation and implementation of defense policy and strategy. Bureaucratic interplay and impact of nuclear technology. Investigation of current defense issues. Leadership laboratory.
QP: AS 320, AS 321, AS 322 QA: AS 420, AS 421
- 422. The Military and Society**
Spring. 3(3-2)
P: AS 421.
Role of the professional officer in a democratic society. Global security issues. Military justice and the laws of war. Leadership laboratory.
QP: AS 320, AS 321, AS 322, AS 421 QA: AS 421, AS 422
- 490. Independent Study**
Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 3 credits in all enrollments for this course.
R: Open only to juniors and seniors. Approval of department.
Investigation of a particular aspect of aerospace studies.
QA: AS 499

AEROSPACE STUDIES AS

**Department of Aerospace Studies
Office of the Provost**

- 111. Organization of the U.S. Air Force**
Fall. 1(1-2)
The doctrine and mission of the U.S. Air Force. History, organization, and structure. Leadership laboratory.
QA: AS 110, AS 111
- 112. U.S. Strategic Offensive and Defensive Forces**
Spring. 1(1-2)
Missions and functions of specific Air Force commands and role of commands in U.S. defense policy. Employment of contemporary military equipment and systems. Leadership laboratory.
QA: AS 111, AS 112
- 211. The Development of Air Power-1 Ascension to Prominence**
Fall. 1(1-2)
Factors contributing to change in the nature of military conflict. History of air power from its earliest beginnings through World War II. Evolution of air power concepts and doctrine. Leadership laboratory.
QA: AS 210, AS 211

AFRICAN LANGUAGES AFR

**Department of Linguistics and
Germanic, Slavic, Asian and
African Languages
College of Arts and Letters**

- 101A. Elementary Swahili I**
Fall. 4(4-1)
Speaking, reading, and writing Swahili, with emphasis on developing oral proficiency.
QA: AFR 101, AFR 102
- 101B. Elementary African Language I**
Fall. 4(4-1)
African language at the elementary level. Speaking, reading, and writing, with emphasis on developing oral proficiency skills. Specific language varies.
QA: AFR 101, AFR 102
- 102A. Elementary Swahili II**
Spring. 4(4-1)
P: AFR 101A or approval of department.
Further work on speaking, reading, and writing Swahili, with continued emphasis on developing oral proficiency skills.
QP: AFR 101 QA: AFR 102, AFR 103