

**Descriptions — Advertising
of
Courses**

346. Advertising Media Planning and Strategy

Fall, Spring, Summer. 4(3-2)

P: MTH 110 or MTH 116, ADV 205, CPS 101 or CPS 131. R: Open only to Advertising majors.

Planning, execution and control of advertising media programs. Fundamental characteristics of the media. Buying and selling process. Techniques and methods used in advertising media planning process.

417. Advanced Creative Strategy and Execution for Broadcast Media

Fall, Spring. 4(3-2)

P: ADV 317. R: Open only to Advertising majors.

Advanced writing and production of advertising messages for radio and TV with emphasis on creative techniques, writing style, and production quality. Role of radio and TV advertising in advertising campaigns.

449. Direct Response Advertising and Promotion Management

Spring. 4(3-2)

P: ADV 346 or concurrently. R: Open only to Advertising majors.

Planning, management and evaluation of direct response advertising promotion strategies and their relationship to the overall advertising process.

465. Advertising and Social Responsibility

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

P: ADV 317, ADV 346. R: Open only to Advertising majors. Completion of Tier I writing requirement.

Impact of advertising on society, the culture and the economy. Ethical systems as bases for evaluating advertising. Self-regulation, laws and government regulation of advertising. Stereotyping in advertising.

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.

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.

486. Advertising Management

Fall, Spring, Summer. 4(3-2)

P: ADV 473. R: Open only to Advertising seniors and graduate students. Completion of Tier I writing requirement.

Decision theory and techniques to plan, prepare, direct, control and evaluate advertising and public relations campaigns. Application of advertising theory and techniques.

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.

493. Advertising/Public Relations Internship

Fall, Spring, Summer. 1 to 4 credits. A student may earn a maximum of 4 credits in all enrollments for this course.

R: Open only to Advertising majors. Approval of department; application required.

Supervised experience in a professional environment.

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.

826. Advertising and Promotion Management

Fall, Spring. 4(4-0)

P: MSC 805 or concurrently.

Planning promotional strategy. Establishing policies for decision-making. Execution and evaluation of advertising and sales promotion programs. Emphasis on case analysis.

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.

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.

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.

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.

875. Advertising and Public Relations Research

Fall. 4(3-2)

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.

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.

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.

916. Qualitative Research Methods

Spring. 3(3-0) Interdepartmental with Journalism and Telecommunication. Administered by Journalism.

R: Open only to Ph.D. students in Mass Media and Communication.

Qualitative research in mass and specialized communication systems. Topics include documentary, bibliographic, case study and participant observation methods.

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.

930. Law and Public Policy of the Media

Fall. 3(3-0) Interdepartmental with Journalism and Telecommunication. Administered by Journalism.

R: Open only to Ph.D. students in Mass Media.

Philosophical, legal, political, and statutory principles underlying law and public policy applied to media. Selected issues involving constitutional law, common law, statutes, and administrative policy.

960. Media and Technology

Spring. 3(3-0) Interdepartmental with Telecommunication and Journalism. Administered by Telecommunication.

R: Open only to Ph.D. students in Communication Arts and Sciences-Mass Media or Communication or approval of department.

Theoretical frameworks concerning media and communication processes, and their interactions with technology. Social, organizational, critical, and economic perspectives.

965. Media Economics

Spring. 3(3-0) Interdepartmental with Telecommunication and Journalism. Administered by Telecommunication.

R: Open only to Ph.D. students in Communication Arts and Sciences-Mass Media or Communication or approval of department.

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

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.

AEROSPACE STUDIES AS

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

111. Air Force Today - I

Fall. 1(1-2)

Introduction to the U.S. Air Force today. Mission and organization; group leadership problems; introduction to communication skills. Leadership laboratory.

112. Air Force Today - II

Spring. 1(1-2)

Introduction to the U.S. Air Force today. Officership and professionalism; group leadership problems; introduction to communication skills. Leadership laboratory.

211. Development of Air Power - I

Fall. 1(1-2)

Air Force heritage. Evolution of air power concepts and doctrine; introduction to ethics and values; introduction to leadership; continuing application of communication skills. Leadership laboratory.

