

**317. Advertising Copy and Layout**  
*Fall, Winter, Spring, Summer. 4(3-2)*

307.  
Copywriting and layout for newspapers, magazines; selection and presentation of appeals; form of copy, principles of layout; typography and selection of art. Weekly assignments in writing copy; use of mat services and creation of production layouts.

**417. Advanced Advertising Copy and Layout**

*Fall, Winter, Spring. 3(2-2) 317.*

Continuation of 317 with emphasis on writing copy for print, radio, and television. Importance of advertising ideas and their interpretation in words and pictures; audience selection; advertisement series on a central theme.

**418. Newspaper Advertising and Business Management**

*Fall, Winter. 4(4-0) Advertising or journalism Seniors.*

Newspaper advertising, staff management, rates, circulation and promotion, research, editorial and business office supervision, law, finance, purchasing, and employee relations.

**423. Retail Advertising and Promotion**

*Fall, Winter, Spring. 4(4-0) Majors: 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.

**427. Principles of Public Relations**

*Fall, Winter, Spring, Summer. 3(3-0) Juniors.*

Problems of interpreting an organization or business to its various publics and interpreting the publics to the organization. Projects related to student's major interest.

**441. Television and Radio Advertising**

*Fall, Winter, Spring. 4(4-0) 205.*

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

**449. Advertising Management II**

*Fall, Winter, Spring. 4(2-2) 306, 317.*

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.

**475. Advertising Research**

*Fall, Winter, Spring. 4(3-2) 205.*

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.

**499. Individual Projects**

*Fall, Winter, Spring, Summer. Variable credit. 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**

*(805.) 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.

**846. Management of Media Programs**

*(810.) Spring. 4(3-1)*

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**

*(832.) Spring. 4(4-0) 427 or approval of department.*

Public relations practice in the U.S. and abroad. Study of recent cases in public relations of corporations, associations, education, government and welfare organizations.

**858. Management of Advertising Information**

*Spring. 3(2-2) 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**

*(815.) Spring. 4(4-0)*

Investigation of theory and scientific evidence relevant to the process and effect of advertising on individuals and on the socio-economic system. Critical examination of the social responsibilities of advertising.

**870. International Advertising**

*(470.) Spring. 4(4-0) 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. Variable credit. Approval of department.*

**899. Research**

*Fall, Winter, Spring. Variable credit. Approval of department.*

**990. Independent Study**

*Fall, Winter, Spring, Summer. 3 to 12 credits. May re-enroll 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. Corps Training**

*Winter. 0(0-1) Approval of department.*

Basic concepts of leadership and the role of discipline; leadership development through practical experience. Concurrent enrollment in an approved non-Aerospace Studies course is required.

**110. First-Year Basic**

*Fall. 1(1-1)*

Exploration of the causes of present world conflict as they affect the security of the United States. Survey of theory and practice of democracy and communism. Basic leadership orientation.

**111. First-Year Basic**

*Winter. 1(1-1) 110.*

Analysis of the United States power position in world affairs including a study of our national defense structure. Basic concepts of discipline and leadership.

**112. First-Year Basic**

*Spring. 1(1-1) 111.*

Comparison of the missions and functions of specific Air Force commands including employment of contemporary aerospace equipment and systems. Introduction to the professional opportunities in the USAF. Application of leadership concepts on the parade field.

**210. Second-Year Basic**

*Fall. 1(1-1) 112.*

Comparative study of free world land, naval and air forces and changing concepts of force employment. Continuation of leadership development.

**212. Second-Year Basic**

*Spring. 1(1-1)*

Exploration of future trends in development and employment of military power including astronomical operations, and their impact on world affairs. Integration of leadership concepts on the parade field.

**310. First-Year Advanced**

*Fall. 3 credits. 212.*

Development of requisite communication skills. Survey of the nature of military conflict, the development of aerospace power and doctrine governing its employment. Leadership experience at lower command echelons.

**312. First-Year Advanced**

*Spring. 3 credits.*

Study of national space effort. Survey of solar system as it affects space exploration and operations. Study of the mechanics of space vehicle systems including orbits and trajectories. Survey of the principles and problems of current and planned space operations. Assumption of cadet staff and command positions. Preparation for summer training.

**410. Second-Year Advanced**

*Fall. 3 credits. 312.*

Study of military professionalism—its meaning, foundations and responsibilities. Practical use of leadership, management and communicative skills in cadet direction and control.

**411. Second-Year Advanced**

*Winter. 3 credits. 410.*

Study of leadership theory, functions and practices. Study of management principles and functions. Practical experience in the duties of the professional officer.

**412. Second-Year Advanced**

*Spring. 3 credits. 411.*

Study of the Military Justice System. Practice in the proper use of management tools and in Air Force decision-making and problem-solving methods. Final preparation for assumption of the professional duties of an Air Force officer.

**AFRICAN LANGUAGES**

See Linguistics and Oriental and African Languages