

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.

465. Advertising and Social Responsibility
Fall, Spring. 3(3-0) 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) 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 ap-
proval 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 ap-
proval 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 ap-
proval 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 depart-
ment.

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. 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.

111. U. S. Strategic Offensive and Defensive Forces
Winter. 1(1-1) 110.

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.

112. U. S. General Purpose Forces
Spring. 1(1-1) 111.

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.

210. Aerospace Developments, Kitty Hawk Through World War II
Fall. 1(1-1) 112.

Development of manned flight through World War II. Trace development of concepts of employment of aerospace forces. Investigate factors which prompted research and technological change.

212. Aerospace Developments, Post-World War II to Present
Spring. 1(1-1) PLS 160 or M C 220.

Aeronautical developments since World War II. Trace development of concepts of employment of aerospace forces. Investigate factors which have prompted research and technological change.

310. National Security Forces Policy Formulation
Fall. 3(3-1) 212.

Broad range of American civil-military relations and the environmental context in which defense policy is formulated. Impact of technological and international developments upon strategic preparedness.

312. The Military and American Society
Spring. 3(3-1) HST 307, PLS 365
or M C 323.

Role of the professional officer in a democratic society; socialization processes within the Armed Services; political, economic and social constraints upon the national defense structure.

410. Concepts of Air Force Leadership
Fall. 3(3-1) 312.

Military professionalism. Its meaning, foundations and responsibilities. Leadership theory, functions and practices.

411. Military Justice and Introduction to U.S. Air Force Administration
Winter. 3(3-1) 410.

Military justice and its application within the U.S. Air Force. Air Force administration.

412. Concepts of Air Force Administration
Spring. 3(3-1) 411.

Continuation of 411, examining the various aspects of aerospace administration. Last week: Final preparation for assumption of duties of an Air Force officer.

AFRICAN LANGUAGES

See Linguistics and Oriental and African Languages