323. Consumer Behavior
(303.) Fall, Winter, 4(4-0) 306,
Psy 170, SOC 441, or approval of department.
Acquiring, analyzing, and interpreting consumer information for advertising decisions, including: situation analysis, market and audience analysis, setting objectives, message and media decisions, advertising evaluation.

327. Principles of Public Relations
(427.) Fall, Winter, Spring, Summer.

417. Advertising Creative Strategy and Execution II
Fall, Winter, Spring. 3(2-3) 317.
Continuation of 317. Numerous writing assignments related to developing creative strategies, planning and coordinating messages for different media, presenting and explaining creative executions, structuring copy emphasizing narrative techniques, techniques of visualization.

418. Newspaper Advertising and Business Management
Fall, Winter. 4(4-0) Advertising or Journalism Senior.
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.

441. Television and Radio Advertising
Fall, Winter. 4(4-0) 205.
Principles and practices underlying successful radio-television advertising; emphasis on market research, rate structure, programming, creativity; instruction in televising commercials.

446. Advertising Media Planning and Strategy
Fall, Winter. 4(4-0) 306 or approval of department.
Planning, execution and control of advertising media programs. Fundamental characteristics of the media. Buying and selling process, and techniques and methods used in media planning process.

465. Advertising and Social Responsibility
Fall. 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.

475. Advertising Research
Fall, Winter, Spring. 4(3-2)
329 or approval of department.
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.

496. Advertising Management II
(496.) Fall, Winter, Spring, Summer.
4(4-0) 317, 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. Variable credit. Approval of department.

523. Consumer Behavior
Winter. 4(4-0) COM 390 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 strategies; establishing policies and making decisions to solve promotional problems of advertisers and agencies. Emphasis on case analysis.

855. Management of Advertising Information
Spring. 4(4-0) 836.
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 department.
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
Summer. 4(4-0) 820 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. Variable credit. Approval of department.

899. Research
Fall, Winter, Spring. Variable credit. Approval of department.

900. Independent Study
Fall, Winter, Spring. 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

All University

041. Leadership Laboratory
Fall, Winter, Spring. 0(0-0) 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. 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)
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)
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. The Development and Employment of Aerospace Forces
Fall. 1(1-1)
Development of flight from man's first efforts to the present. Employment of aerospace forces in war and peace.

211. The Development and Employment of Aerospace Forces
Winter. 1(1-1) 210 or approval of department.
Continuation of 210.

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

(410.) Fall. 3(3-1)

(411.) Winter. 3(3-1)
Continuation of 320, examining various applications of Air Force administration and management. Military professionalism. Leadership theory, functions and practices.

(412.) Spring. 3(3-1)
The Military and American Society
Role of the professional officer in a democratic society; socialization process within the Armed Services; political economic and social constraints upon the national defense structure.

Strategy and the Management Of Conflict
The formulation and implementation of defense policy and strategy. The bureaucratic interplay and impact of nuclear technology. An investigation of limited and insurgency warfare.

National Security Forces Policy Formulation
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.

Independent Study
Investigation of an aspect of aerospace activities of specific interest to the student and a faculty member.

African Languages
See Linguistics and Oriental and African Languages.

Agricultural Economics
College of Agriculture and Natural Resources

Development and Relevance of Agricultural Economics
Emergence of agricultural economics. Problems leading to change. Values and beliefs related to public issues. Interaction between professional and decision makers. Agricultural economics in Europe and in developing nations.

Agricultural Production Economics I

Institutions Behavior and Performance

Economics of Public Choice
Economics of alternative institutions for collective action. Emphasis on property rights and natural resources, externalities, non-marginal change, commonwealth, income and power distribution, grants, welfare criteria and market failure.

Public Program Analysis
Application of benefit-cost analysis to public programs of resources development. Issues and case studies in budgeting, investment criteria, pricing, externalities, and coordination.

Data Generation and Analysis
Organization of information systems in relation to economics of information. Use of published data and samples. Index numbers, Regression, hypothesis testing and decision making. Emphasis on social science applications.

Advanced Food Processing and Distribution Management
Food industry adjustment to changing social, economic and internal company environment. Management techniques and techniques applied to food processing and distribution. Student interaction with industry, labor and government representatives.

Mathematical Programming
Linear programming. Theory of linear economic models. Topics in non-linear programming.

Introduction to Econometrics

Applied Operations Research I
Use and interpretation of operations research techniques for problems encountered by agricultural economists. Emphasis on linear programming and its variations such as transportation models, network analysis, stochastic equilibrium models.

Applied Operations Research II
Use and interpretation of operations research techniques for problems encountered by agricultural economists. Emphasis on techniques such as Markov processes, dynamic programming, cohort analysis, queuing, Monte Carlo techniques, elementary simulation.

Industrial Organization of Agricultural Markets
Group action in agricultural markets. Role of marketing in economic development.

Commodity Market Analysis
Economic forecasting in agricultural commodity markets, short run and long run. Futures markets, hedging, speculation. Plant location and size. Student emphasis on techniques of use to firm manager.

Advanced Farm Management

Agricultural Trade Policies
International trade in agricultural products, areas of competition, changes in comparative advantage, interrelationships of national and international policy, regional groupings, trade and economic development, current policy proposals.

Agricultural in Economic Development
Agriculture and industrial sector interactions in the development process. Theories and models of the agricultural development process. Transformation agriculture in less-developed countries.

Rural Development Administration
Agricultural and institutional sector interactions in the development process. Theories and models of the agricultural development process. Transformation agriculture in less-developed countries.

Public Institutions and Rural Development Administration
Application of administrative tools and techniques in organizing and evaluating public institutions. Analysis of institutional effectiveness in implementing rural programs in developing and developing countries. Cross-cultural considerations emphasized.

Data Collection in Developing Countries
Principles for conducting household/village level studies of production and marketing in developing countries. Preparing research proposals, methodologies for data collection, processing and analysis. Field research administration.