

**Descriptions - Advertising
of
Courses**

306. Advertising Management I
(460.) Fall, Winter, Spring, Summer.
4(2-2) ADV 205, MTA 301 or concurrently, or
approval of department.

Decision theory and techniques used in plan-
ning, directing, and evaluating advertising. Em-
phasis on media-message strategies and media
systems.

**317. Advertising Creative Strategy
and Execution I**
Fall, Winter, Spring, Summer. 4(3-2)
ADV 306.

Process of making strategic and tactical creative
decisions. Numerous writing assignments re-
lated to developing creative strategy, visualiza-
tion techniques, basic copy structures, lifestyle
advertising, conveying advertiser and brand im-
ages.

**321. Advertising Graphics and
Production**
(307.) Fall, Winter, Spring. 4(3-2) ADV
317.

Production problems in preparing material for
magazines, direct mail, and newspapers. Print-
ing processes; color printing; advertising art;
paper and its uses; booklet production.

323. Consumer Behavior
(303.) Fall, Winter, Spring. 4(4-0) ADV
205, PSY 170, SOC 241.

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

Nature of public relations practice in business,
education, government. Emphasis on public re-
lations principles identifying target publics,
press relations, cost management, planning pub-
lic relations programs.

**417. Advertising Creative Strategy
and Execution II**
Fall, Winter, Spring. 3(2-22) ADV 317.

Continuation of ADV 317. Numerous writing as-
signments related to developing creative strate-
gies, developing and coordinating messages for
different media, presenting and explaining cre-
ative executions, structuring copy emphasizing
narrative techniques, techniques of visualiza-
tion.

**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:
ADV 317; others: Juniors.

Planning and preparation of retail advertising
and promotion with emphasis on smaller re-
tailer; practice in retail copy and layout; select-
ing media; research; outside project related to
the student's interest.

441. Television and Radio Advertising
Fall, Winter, Spring. 4(4-0) ADV 205.

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

**446. Advertising Media Planning and
Strategy**
Fall, Winter. 4(4-0) ADV 306 or ap-
proval of department.

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

**465. Advertising and Social
Responsibility**
Fall, Winter, Spring. 4(4-0) At least 10
credits in advertising courses or approval of de-
partment.

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, Summer. 4(3-2)
ADV 323 or approval of department.

Nature, scope, and applications of research in
advertising; theory, concept, and fact in the re-
search process; dimensions of advertising re-
search data collection, field investigation, mea-
surements of advertising and media audiences;
evaluation of advertising messages.

486. Advertising Management II
(449.) Fall, Winter, Spring, Summer.
4(4-0) ADV 317, ADV 475.

Role of advertisers, agencies and media in apply-
ing advanced decision theories and techniques.
Use of major projects to apply methods of plan-
ning, directing and controlling comprehensive
advertising and public relations programs.

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 con-
cerning 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 strategy;
establishing policies and making decisions to
solve promotional problems of advertisers and
agencies. Emphasis on case analysis.

831. Media Research I
Fall. 4(4-0) Approval of department.
Interdepartmental with and administered by
the Department of Telecommunication.

Survey and experimental research designs and
their relationship to mass media problems.
Applied mass media research, audience re-
search, consumer studies, mass media message
research.

846. Management of Media Programs
Spring. 4(3-1)

Planning, execution and control of media pro-
grams. Theory and techniques of media alloca-
tion, including use of marginal analysis, mathe-
matical programming, simulation and game
theory in formulation of media strategy.

850. Problems in Public Relations
Fall. 4(4-0) Approval of department.

Purposes and principles of audience analysis to
develop solutions to public relations problems.

**858. Management of Advertising
Information**
Spring. 4(4-0) ADV 826.

Management of information for advertising
planning, decision-making and control. Design
of advertising information systems, decision to
buy information, collection and analysis of in-
formation, 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 re-
sponsibilities of advertising and advertising re-
gulation.

870. International Advertising
Summer. 4(4-0) ADV 826 or approval of
department.

International advertising and promotion; formu-
lation and implementation of international pro-
motional strategies and policies; cases and prob-
lems from the viewpoint of advertisers and ad-
vertising 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 reenroll for a maximum of 12 cred-
its. Approval of department.

Independent study of advanced theory, research
and history of advertising thought.

AEROSPACE STUDIES A S

All University

041. Leadership Laboratory
Fall, Winter, Spring. 0(0-1) Approval of
department. Open only to students who are not
enrolled in any other Aerospace Studies course.
Basic concepts of leadership and the role of an
Air Force officer; leadership development
through practical experience.

**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. Com-
parison of armed services mission relationships.

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

Comparison of the missions and functions of spe-
cific Air Force commands, including employ-
ment 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.