

**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, creativi-
ty; 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 pro-
blems 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.

- 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)
Continuation of A S 210.
- 212. The Development and Employment of Aerospace Forces**
Spring. 1(1-1)
Continuation of A S 211.
- 320. U.S. Air Force Communication and Management**
(410.) Fall. 3(3-1)
Application of communication and management skills for Air Force officers.
- 321. Concepts of U.S. Air Force Leadership**
(411.) Winter. 3(3-1)
Leadership theory, functions, and practices. Applications of leadership concepts by junior officers.
- 322. U.S. Air Force Management and Leadership**
(412.) Spring. 3(3-1)
Traditional Air Force management functions and current practices. Emphasizes need for leadership and professionalism in modern officer corps.
- 420. The Military and American Society**
(310.) Fall. 3(3-1)
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.
- 421. Strategy and the Management of Conflict**
Winter. 3(3-1)
The formation and implementation of defense policy and strategy. The bureaucratic interplay and impact of nuclear technology. An investigation of limited and insurgency warfare.
- 422. National Defense Policy and Military Justice**
(312.) Spring. 3(3-1)
Broad range of American civil-military relations and the environmental context in which defense policy is formulated. Military justice and the laws of war.
- 499. Independent Study**
Fall, Winter, Spring, Summer. 1 to 3 credits. May reenroll for a maximum of 6 credits. Juniors and approval of instructor.
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

AEC

College of Agriculture and Natural Resources

- 805. Agricultural Production Economics I**
Fall. 4(4-0) FSM or PAM 340; not open to students with credit in FSM or PAM 401.
Economic principles of production. Industry supply and factor demand analysis. Management concepts and choice criteria. Interrelationship of production and consumption decisions. Welfare economics. Agricultural economics applications.
- 809. Institutions Behavior and Performance**
Fall. 3(3-0) Approval of department.
Relationships among institutional structure, behavior, and performance. Concepts of behavioral sciences useful in public policy and program analysis emphasizing interactions of preferences, incentives and institutions.
- 810. Economics of Public Choice**
Winter. 3(3-0) Approval of department. Interdepartmental with the departments of Resource Development and Economics.
Economics of alternative institutions for collective action. Emphasis on property rights and natural resources. Public goods, externalities, non-marginal change, commonwealth, income and power distribution, grants, welfare criteria and market failure.
- 811. Public Program Analysis**
Spring, Summer of odd-numbered years. 3(3-0) FSM 401 or EC 324 or approval of department. Interdepartmental with the departments of Economics and Resource Development.
Application of benefit-cost analysis to public programs of resources development. Issues and case studies in budgeting, investment criteria, pricing, externalities, and coordination.
- 830. Data Generation and Analysis**
Winter. 4(4-0) STT 421.
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.
- 831. Advanced Food Processing and Distribution Management**
Fall, Spring. 4(4-0) May reenroll for a maximum of 8 credits. Approval of department. Interdepartmental with and administered by the Department of Marketing and Transportation Administration.
Food industry adjustment to changing social, economic and internal company environment. Managerial principles and techniques applied to food processing and distribution. Student interaction with industry, labor and government representatives.
- 833. Mathematical Programming**
Spring. 3(3-0) EC 800 or EC 812A, MTH 334. Interdepartmental with the departments of Economics, and Statistics and Probability.
Linear programming. Theory of linear economic models. Topics in nonlinear programming.

- 835. Introduction to Econometrics**
Fall, Spring, Summer. 3(3-0) EC 325, STT 422. Interdepartmental with and administered by the Department of Economics.
Specification, estimation and interpretation of economic models. Applications to empirical problems.
- 837. Applied Operations Research I**
Spring. 4(4-0) MTH 113 or MTH 228. Approval of department.
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, spatial equilibrium models.
- 838. Applied Operations Research II**
Summer. 2(2-0) MTH 113 or MTH 228, STT 422. Approval of department.
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.
- 841. Industrial Organization of Agricultural Markets**
Fall. 3(3-0) Approval of department.
Market organization and evaluation of performance. Pricing and market coordination problems. Group action in agricultural markets. Role of marketing in economic development.
- 843. Commodity Market Analysis**
Winter. 3(3-0) STT 422 and FSM 401 or EC 325.
Economic forecasting in agricultural commodity markets, short run and long run. Futures markets, hedging, speculation. Plant location and size. Selected topics. Emphasis on techniques of use to firm manager.
- 851. Advanced Farm Management**
Summer. 3(2-2) FSM 430 or approval of department.
Emphasizes identification, analysis, and methods of solving problems of farm organization and operation; new technology, specialization and scale. Farm case studies, role-playing, computer games and farm business simulation.
- 860. Rural Welfare and Development Policy**
Spring. 3(3-0) Approval of department.
Analysis of policies and programs for U.S. rural economic and human development. Development strategies. Public decision processes. Growth and distribution of income and public services. Poverty and income maintenance.
- 861. Agricultural Trade Policies**
Fall of odd-numbered years; Summer of even-numbered years. 3(3-0) EC 427 or approval of department.
International trade in agricultural products, areas of competition, changes in comparative advantage, interrelationship of national and international policy regional groupings, trade and economic development, current policy proposals.
- 862. Agriculture in Economic Development**
Winter. 3(3-0) PAM 462 or approval of department.
Agricultural and industrial sector interactions in the development process. Theories and models of the agricultural development process. Transformation of agriculture in less-developed countries.