306. Advertising Management I (695) Fall, Winter, Spring, Summer. 4(3-2) ADV 305, MTA 301 or concurrently, or approval of department. Decision theory and techniques used in planning, directing, and evaluating advertising. Emphasis 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 related to developing creative strategy, visualization techniques, basic copy structures, lifestyle advertising, conveying advertiser and brand images.

321. Advertising Graphics and Production (307) Fall, Winter, Spring. 4(3-2) ADV 205. Production problems in preparing material for magazines, direct mail, and newspapers. Printing processes; color printing; advertising art; paper and its uses; booklet production.

322. 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 relations principles identifying target publics, press relations, cost management, planning public relations programs.

417. Advertising Creative Strategy and Execution II Fall, Winter, Spring. 3-2-22 ADV 317. Continuation of ADV 317. Numerous writing assignments related to developing creative strategies, developing 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 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 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, Spring. 4(4-0) ADV 205. Principles and practices underlying successful radio-television advertising; emphasis on media research, rate structure, programming, creativity; instruction in television commercials.

446. Advertising Media Planning and Strategy Fall, Winter. 4(4-0) ADV 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, Winter, Spring. 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, Summer. 4(3-2) ADV 323, approval of department. Nature, scope, and applications of research in advertising; theory, concept, and use in the research process; dimensions of advertising research data collection, field investigation, measurement of advertising and media audiences, evaluation of advertising messages.

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

823. Consumer Behavior Winter. 4(4-0) COM 520 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 forecasting 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 programs. Applied mass media research, audience research, consumer studies, mass media message research.

846. Management of Media Programs 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. Positions in Public Relations Fall, Winter. 4(4-0) Approval of department. Purposes and principles of audience analysis to develop solutions to public relations problems.

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. Organisation 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.
AGRICULTURAL ECONOMICS

College of Agriculture and Natural Resources

505. Agricultural Production Economics I
Fall. 4(4-0) FSM or PAM 340; not open to students with credit in FSM or PAM 401.

509. Institutions Behavior and Performance
Fall. 3(3-0) Approval of department.

511. Public Program Analysis
Winter. 3(3-0) Approval of department. Interdepartmental with the department of Resource Development and Economics.
Application of benefit-cost analysis to public programs of resource development. Issues and case studies in budgeting, investment criteria, pricing, externalities, and coordination.

530. Data Generation and Analysis
Winter. 2(2-0) Approval of department.
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.

531. Advanced Food Processing and Distribution Management
Fall. 4(4-0) May renew for a maximum of 5 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.

533. Mathematical Programming
Spring. 3(3-0) EC 800 or EC 812A, MTH 334. Interdepartmental with the departments of Economics, and Mathematics and Probability.
Linear programming. Theory of linear economic models. Topics in nonlinear programming.