

486. Advertising Campaigns
Winter, Spring, Summer. 4(4-0) ADV 346, 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 820 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 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 research, consumer studies, mass media message research.

832. Media Research II
Winter. 4(4-0) TC 831. Interdepartmental with and administered by the Department of Telecommunication.

Data analysis techniques and presentation of mass media research data. Models for the study of mass media research problems.

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. 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 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) ADV 826 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, Summer. Variable credit. Approval of department.

899. Master's Thesis Research
Fall, Winter, Spring, Summer. Variable credit. Approval of department.

931. Mass Media and the First Amendment

Fall. 4(4-0) Advanced graduate students. Interdepartmental with the departments of Journalism and Telecommunication. Administered by the Department of Journalism.

First amendment rights and the mass media. Analysis in depth of past and present public policy in areas of confrontation over guaranteed rights of freedom of expression.

965. Economics of the Mass Media
Spring. 4(4-0) Approval of department.

Economic theory and analysis relevant to mass media. Economic structure of the media and advertising. Conditions of competition among media and within related industries. Economic performance of media and advertising.

990. Independent Study
Fall, Winter, Spring, Summer. 3 to 12 credits. May reenroll 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. 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. 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)

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
Fall. 3(3-1)

Application of communication and management skills for Air Force officers.

321. Concepts of U.S. Air Force Leadership
Winter. 3(3-1)

Leadership theory, functions, and practices. Applications of leadership concepts by junior officers.

322. U.S. Air Force Management and Leadership
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
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
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.