ADVERTISING — ADV

College of Communication Arts and Sciences

205. Principles of Advertising
Fall, Winter, Spring. 4(4-0)
Sophomores.
Comprehensive survey of basic principles and practices of advertising in their relation to our economy, our society, and our system of mass communication. Historical, social, and economic development of the field. Psychological and creative factors involved in advertising; research, media, and campaigns.

317. Advertising Creative Strategy and Execution
Fall, Winter, Spring. 4(3-2)
MTA 300 or concurrently, ADV 205, JRN 201.
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
Fall, Winter, Spring. 4(3-2) ADV 317.
Production problems in preparing material for magazines, direct mail, and newspapers. Printing processes; color printing; advertising art; paper and its uses; booklet production.

323. Consumer Behavior
Fall, Winter, Spring. Summer. 4(4-0) MTA 300 or concurrently, ADV 205, PSY 170, SOC 241.
Acquiring, analyzing, and interpreting consumer information for advertising decisions, including sales analysis, market and audience analysis, setting objectives, message and media decisions, advertising evaluation.

327. Principles of Public Relations
Fall, Winter, Spring. 4(4-0)

346. Advertising Media Planning and Strategy
4(4-0) ADV 317, ADV 323, MTA 301.
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.

417. Advanced Advertising Creative Strategy and Execution
Fall, Winter, Spring. 3(3-2) May reenroll for a maximum of 6 credits. 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.

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 televising commercials.

460. Advertising Management
(306) Fall, Winter, Spring. 4(4-0) ADV 346, MTA 301.
Decision theory and techniques used in planning, directing, and evaluating advertising. Emphasis on media-message strategies and media systems.

465. Advertising and Social Responsibility
Winter, Spring, Summer. 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) ADV 323.
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.

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, Summer. 1 to 6 credits.
May reenroll for a maximum of 12 credits. 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(4-0)
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 the socio-economic system. Social responsibilities of advertising and advertising regulation.
870. International Advertising
Summer. 4(4-0) ADV 825 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.

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 School of Journalism and the Department of Telecommunication. Administered by the School 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

AEC

AFRICAN LANGUAGES

See Linguistics and Germanic, Slavic, Asian and African Languages.

AGRICULTURAL ECONOMICS

College of Agriculture and Natural Resources

805. Agricultural Production Economics I
Fall. 4(4-0) EC 349 or EC 355.

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

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) 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.

831. Food Marketing Management
Fall. Spring. 4(4-0) May reenroll for a maximum of 8 credits. 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 360 or EC 365, MTH 334, Interdepartmental with the departments of Economics, and Statistics and Probability.
Linear programming. Theory of linear-economic models. Topics in nonlinear programming.