

Descriptions - Advertising

of

Courses

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. 1 to 6 credits. May reenroll for a maximum of 24 credits. 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 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 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 our 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.

AFRICAN LANGUAGES

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

AGRICULTURAL ECONOMICS

AEC

College of Agriculture and Natural Resources

805. Agricultural Production Economics I

Fall. 4(4-0) PAM 340 or EC 325.

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) 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 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.