465. Advertising and Social Responsibility
   Spring, 4(4-0)  At least 10 credits in advertising courses or approval of department.
   Analysis of the impact of advertising on society, the culture, and the economy. Study of ethical
   systems as basis for evaluating advertising.

475. Advertising Research
   Fall, Winter, Spring, 4(3-2) ADV 323, ADV 346.
   Nature, scope, and applications of research in advertising theory, concept, and fact in the re-
   search process; dimensions of advertising research: data collection, field investigation, measure-
   ments of advertising and media audience, 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, Spring, 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 Depart-
   ment of Telecommunication.
   Survey and experimental research designs and their relationship to mass media problems. Ap-
   pointed 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 Telecom-
   munication.
   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 alloca-
   tion, 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.

855. 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 responsibility of advertising and advertising reg-
   ulation.

870. International Advertising
   Summer, 4(4-0) ADV 826 or approval of department.
   International advertising and promotion; formulation and implementation of international pro-
   motional strategies and policies; 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, Winter, Spring, Summer.
   First amendment rights and the mass media. Analysis in depth of past and present public pol-
   icy 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 ad-
   vertising. Conditions of competition among media and within related industries. Economic per-
   formance of media and advertising.

990. Independent Study
   Fall, Winter, Spring, Summer.
   Independent study of advanced theory, research and history of advertising thought.

AEROSPACE STUDIES

Office of the Provost

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 Offense and Defensive Forces
   Winter, 1(1-1)
   Comparison of the missions and functions of specific 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)
   Operational 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 210.

212. The Development and Employment of Aerospace Forces
   Spring, 1(1-1)
   Continuation of A 211.

320. U.S. Air Force Communication and Management
   Fall, 3(3-1)
   Application of communication and management skills for Air Force officers.

   Winter, 3(3-1)
   Leadership theory, functions, and practices. Application of leadership concepts by junior offi-
   cers.

322. U.S. Air Force Management and Leadership
   Spring, 3(3-1)
   Traditional Air Force management functions and current practices. Emphasizes need for lead-
   ership 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)
Introduces field with emphasis on student's areas of specific interest to the student and a faculty member.

429. Independent Study
Fall, Winter, Spring, Summer. 1 to 3 credits. May reenroll for a maximum of 8 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.

AGRICULTURE AND EXTENSION EDUCATION AEE

Agricultural Economics AEC

College of Agriculture and Natural Resources

360. Developing Concurrent Work-Education Programs
Fall, 1(2-0) Approval of department. Planning, organizing and implementing effective concurrent work-education programs for secondary vocational agricultural and natural resources education students.

361. FFA in Agribusiness and Natural Resources Education
Winter, 1(2-0) Approval of department. Planning and organizing an effective FFA program as an integral part of a secondary vocational agribusiness and natural resources education program.

382. Developing a Five-Year Plan
Spring, 1(2-0) Approval of department. Developing and organizing a five-year plan for a comprehensive secondary vocational agribusiness and natural resources education program.

Agriculture and Natural Resources Communications (ANR 401.) Fall, Winter, Spring, 3(2-0) JRN 201 or other writing course and approval of department. Techniques, strategies and practices in development of agricultural and natural resources information programs. Including writing, public relations, TV and radio production for specialized and general audiences.

Agriculture and Natural Resources Communications Internship (ANR 402.) Fall, Winter, Summer. 1 to 6 credits. May reenroll for a maximum of 6 credits. AEE 401, approval of department. Internship with professionals in communications field with emphasis on student's areas of interest—writing, radio, TV, publications, etc.

Agricultural Economics - Descriptions of Courses

432. Readings and Independent Study
Fall, Winter, Spring, Summer. 1 to 6 credits. May reenroll for a maximum of 6 credits. Juniors and approval of department. Study on an individual basis in the various areas of emphasis in agricultural and extension education.

826. Methods of Teaching Agricultural Mechanics
(ED 810G., ANR 826.) Fall of even-numbered years. 3(3-0) Approval of department. Methods of instruction including program planning, scheduling, use of teaching aids, management of instruction, the selection, organization, and evaluation of activities in farm mechanics.


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.

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 department 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.

835. Introduction to Econometrics Spring, Summer, 3(3-0) EC 325, STT 422, not open to students with credit in EC 635. 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. Advanced Farm Management Fall, 4(4-0) 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.


851. Advanced Farm Management Summer, 3(2-3) 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.