

**Descriptions — Advertising
of
Courses**

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, ADV 346.

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, 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 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 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. 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

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 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.

**AGRICULTURE
AND EXTENSION
EDUCATION**

AEE

(Name change effective July 1, 1983. Formerly Agriculture and Natural Resources Education Institute.)

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 agribusiness 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.

362. 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.

401. Agriculture and Natural Resources Communications

(ANR 401.) Fall, Winter, Spring. 3(2-2) IRN 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.

402. Agriculture and Natural Resources Communications Internship

(ANR 402.) Fall, Winter, Spring, 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.

483. Readings and Independent Study

Fall, Winter, Spring, Summer. 1 to 6 credits. May reenroll for a maximum of 6 credits. Juniors; 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 830G., ANR 826.) Fall of odd-numbered years. 3(3-0) Approval of department.

Methods of instruction including program planning, scheduling, use of teaching aids, management of buildings, facilities and equipment; the selection, organization, and evaluation of activities in farm mechanics.

828. Teaching Farmer Classes in Agriculture

(ED 828B., ANR 828.) Fall of even-numbered years. 3(3-0) Approval of department.

Objectives of adult education in agriculture, organizing and promoting classes, course planning, instructional procedures, follow-up and evaluation.

**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.

835. Introduction to Econometrics

Spring, Summer. 3(3-0) EC 325, STT 422; not open to students with credit in EC 836. 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. Applied Operations Research II

Summer. 2(2-0) 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.

841. Industrial Organization of Agricultural Markets

Fall. 3(3-0) Approval of department.

Market organization and evaluation of performance. Pricing and market coordination problems. Group action in agricultural markets. Role of marketing in economic development.

843. Commodity Market Analysis

Winter. 3(3-0) STT 422, EC 325.

Economic forecasting in agricultural commodity markets, short run and long run. Futures markets, hedging, speculation. Plant location and size. Selected topics. Emphasis on techniques of use to firm manager.

851. Advanced Farm Management

Summer. 3(2-2) 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.

860. Rural Welfare and Development Policy

Spring. 3(3-0) Approval of department.

Analysis of policies and programs for U.S. rural economic and human development. Development strategies. Public decision processes. Growth and distribution of income and public services. Poverty and income maintenance.