

Descriptions — Advertising

of Courses

417. **Advanced Advertising Creative Strategy and Execution**

Fall, Winter, Spring. 4(3-2) May reenroll for a maximum of 8 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.

421. **Computer Assisted Advertising Production**

Fall. 4(3-2) ADV 346.

Computer assisted video, audio, print and graphics production techniques and their use in advertising and public relations creative and campaign presentations.

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.

445. **Sales Promotion Management**

Fall, Winter. 4(4-0) ADV 460 or concurrently.

Sales promotion techniques and the planning, implementation, evaluation and legal implications of appropriate strategies in consumer and trade markets. Emphasis on the coordination of sales promotion with the advertising program.

449. **Business to Business Advertising**

Spring. 4(4-0) ADV 460 or concurrently.

Managerial and creative functions of advertising as applied in the business and industrial fields.

460. **Advertising Management**

Fall, Winter, Spring, Summer. 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, 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 460, 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. 1 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

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. Leadership laboratory.

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. Leadership laboratory.

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. Leadership laboratory.

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. Leadership laboratory.

211. The Development and Employment of Aerospace Forces
Winter. 1(1-1)

Continuation of A S 210. Leadership laboratory.

212. The Development and Employment of Aerospace Forces
Spring. 1(1-1)

Continuation of A S 211. Leadership laboratory.

320. U.S. Air Force Communication and Management
Fall. 3(3-1) Approval of department.

Application of communication and management skills for Air Force officers. Leadership laboratory.

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

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

322. U.S. Air Force Management and Leadership
Spring. 3(3-1) Approval of department.

Traditional Air Force management functions and current practices. Emphasizes need for leadership and professionalism in modern officer corps. Leadership laboratory.

420. The Military and American Society
Fall. 3(3-1) Approval of department.

Role of the professional officer in a democratic society; socialization process with the Armed Services; political economic and social constraints upon the national defense structure. Leadership laboratory.

421. Strategy and the Management of Conflict
Winter. 3(3-1) Approval of department.

The formation and implementation of defense policy and strategy. The bureaucratic interplay and impact of nuclear technology. An investigation of limited and insurgency warfare. Leadership laboratory.

422. National Defense Policy and Military Justice
Spring. 3(3-1) Approval of department.

Broad range of American civil-military relations and the environmental context in which defense policy is formulated. Military justice and the laws of war. Leadership laboratory.

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 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) 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.

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.

802. Agricultural Education in Rural Development
(ED 821F., ANR 821.) Winter. 3(3-0) Approval of department.

Agricultural education at various levels and in different forms for rural development. Formal and non-formal education: planning, conducting and evaluating. Case studies from selected developing countries.

806. Education Through Cooperative Extension

Winter. 3(3-0) AEE 828 or EAD 860 or approval of department. Interdepartmental with the Department of Educational Administration.

Cooperative extension programs in the United States with emphasis on Michigan model: philosophy, history, scope, organizational structure, programs and methods.

810. Planning Programs
Spring of even-numbered years. 3(3-0) AEE 806 or approval of department.

Principles, theories and practices in developing state and local agricultural and extension education programs.

812A. Externship: Beginning Professionals in Agricultural and Extension Education

Fall, Winter, Spring. 1 to 3 credits. May reenroll for a maximum of 3 credits. Approval of department.

Current assignments of beginning professionals used for identifying roles and program characteristics; inventory of school and community resources; establishing mentor networks.

812B. Externship: Experienced Professionals in Agricultural and Extension Education

Fall, Winter, Spring. 1 to 3 credits. May reenroll for a maximum of 3 credits. AEE 810, AEE 812A.

Current assignments of experienced professionals for identifying problems and proposing possible solutions; review of trends in society and technology with application to local programs.

820. Developing Courses
Summer. 3(3-0) Approval of department.

Developing and utilizing survey instruments to identify community instructional needs in agricultural and extension education, and designing courses to assist in meeting those needs.

822. Principles and Practices in Directing Concurrent Work Education

Summer of odd-numbered years. 3(3-0) AEE 820 or approval of department.

Principles and practices involved in directing agricultural students in ownership, placement or school land laboratory programs.

824. Instructional Strategies
Spring. 3(3-0) AEE 820 or approval of department.

Strategies and methods for teaching agriculture and natural resources: objectives, mastery learning, demonstrations and others. Application of learning theory.

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.