Descriptions — Advertising
of Courses

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 concurrenly.
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. 4(4-0) ADV 346, MTA 301.
Decision theory and techniques used in planing,
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.

470. International Advertising
Spring. 4(4-0) ADV 460, second year competency in a foreign language or approval of
department.
Comparative analysis of cultures, economic condi-
tions, laws, social conditions and technological
developments to make managerial and public policy decisions on international advertis-
ing and marketing communication activities.

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 audi-
ences; 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 planing,
directing and controlling comprehensive advertising and public relations programs.

499. Individual Projects
Fall, Winter, Spring. 4(4-0) 
May enroll 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 con-
cerning consumer behavior. Emphases 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 strategies;
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. Interdepartmen-
tal 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 pro-
grams. Theory and techniques of media alloca-
tion, including use of marginal analysis, mathema
tical 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 public relations into solving problems in 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
Spring. 4(4-0) ADV 826 or approval of department.
International advertising and promotion; formula-
tion 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
May enroll for a maximum of 24 credits. Approval of department.

899. Master's Thesis Research
Fall, Winter, Spring. Variable credit. Approval of department.

931. Mass Media and the First Amendment
Fall. 4(4-0) Advanced graduate stu-
dents. Interdepartmental with the School of Journalism and the Department of Telecommu-
nication. Administered by the School of Journalism.
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 advertising. Conditions of competition among
media and within related industries. Economic
performance of media and advertising.

990. Independent Study
Fall, Winter, Spring. 1 to 12 credits. May enroll 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 spe-
cific Air Force commands, including employ-
ment of contemporary aerospace equipment and
systems, as well as naval strategic offensive
forces and army ABM systems. Leadership labo-
rary.

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 labora-
atory.

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 labora-
ory.

212. The Development and Employment of Aerospace Forces
Spring. 1-1-1
Continuation of A S 211. Leadership labora-
ory.

320. U.S. Air Force Communication and Management
Fall. 3-3-1 Approval of department.
Application of communication and manage-
ment skills for Air Force officers. Leadership laboratory.
African Languages

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

Agricultural and Extension Education — Descriptions of Courses

AFRICAN LANG UAGES

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

AGRICULTURAL AND EXTENSION EDUCATION

AEE

College of Agriculture and Natural Resources

College of Engineering

201. American Agrarian Movements

Spring, 3(3-2)

Historical perspectives of America by pioneers, farmers, ranchers, and other who cultivated the land from 1700's to 1930. Film screenings of agricultural movements, trends, and development are reviewed and analyzed.

202. Agriculture Education in Rural Development

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 829 or EAD 660 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

AEE 820 or approval of department.

Planning, organizing and implementing effective concurrent work-education programs for secondary vocational areas.

812A. Internship: 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. Internship: Experienced Professionals in Agricultural and Extension Education

Fall, Winter, Spring. 1 to 3 credits. May reenroll for a maximum of 3 credits. 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 830 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

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

Fall of even-numbered years. 3(3-0) Approval of department.

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

830. Effective Communications in Agriculture

Fall, Winter. 3(3-0)

Scientific writing for professional lay agricultural and natural resources publications; grant writing; organizing, preparing and delivery of professional scientific presentations.