ADVANCED MANAGEMENT PROGRAM

GBL

859*.

Business Legal Environment (AMP)
Spring. 3(3-0)
R: Masters Business Business Administration 23-60 Advanced Management Program Students Only

Critical examination of the environment in which business operates. Analysis of the component elements of the legal environment of business and the structural framework which law functions.
QA: GBL 890

MGT

508*.

Business as an Institution (AMP)
Fall. 1(1-0)
R: Masters Business Business Administration 23-60 Students in the Advanced Management Program only

Business viewed as an institution. Institutional control of the business enterprise, institutional goals, requisites of the firm in the marketplace, and the ethical foundations of business.

815A*.

Organization Design and the Management of Change (AMP)
Fall. 2(2-0)
F: MGT 808 (AMP) R: Masters Business Business Administration 23-60 Students in the Advanced Management Program only

Alternative methods of organization; dividing tasks and coordinating divided parts. Contingency strategies for implementing new organizational forms and for changing strategies in general.
QA: MGT 806

523*.

Operations Management (AMP)
Spring. 3(3-0) Interdepartmental with the Department(s) of Marketing and Transportation Administration.
R: Masters Business Business Administration 23-60 Students in the Advanced Management Program only

Strategic issues in manufacturing/operations, purchasing, and distribution; impact of business systems, productivity and profits, emphasis on competitive strategies in an international economy.
QA: MGT 807

834A*.

Management in the Global Marketplace (AMP)
Summer. 3(1-4)
R: MBA Business Business Administration 23-60 Students in the Advanced Management Program only

Global and globalizing industries. Economic, social, political, and cultural factors associated with patterns of trade and direct investment. Focus on various specific economic regions of the world.

845*.

Organizational Behavior and Personnel Administration (AMP)
Fall. 3(3-0)
R: Masters Business Business Administration 23-60 Students in the Advanced Management Program only

Management of organizational resources: leadership, motivation, communications, employee perception, individual and organizational learning, mental of human resources staffing, interviewing, training, development, appraisal, terminating, and legal issues.
QA: MGT 811

ADV slament 

847*.

Decision Support Models (AMP)
Fall. 3(3-0)
R: Masters Business Business Administration 23-60 Advanced Management Program Students only

Development and application of analytical models to support decision making. Topics include: multiple regression; linear optimization; decisions under uncertainty; forecasting.
QA: MGT 893

859*.

Contemporary Management Issues II (AMP)
Spring. 2(2-0)
R: MGT 830 (AMP) R: Masters of Business Administration Business Business Administration 23-60 Students in the Advanced Management Program only

Series of intensive management retreats during the AMP first year. Emerging issues of consequences to business addressed in lectures, presentations from field experts, and in development of solutions.

317.

Creative Strategy and Execution
Fall, Spring, Summer. 4(3-2)
P: ADV 205, JRN 205 or JRN 250, MTA or concurrently. R: Open only to Advertising majors.

Creativity in advertising. Operation of agency creative departments and their relationship with other departments.
QP: ADV 205 JRN 201 MTA 300 QA: ADV 317

321.

Advertising Graphics and Production
Fall, Spring. 4(3-2)
P: ADV 317. R: Open only to Advertising majors.

Production of materials for magazine, direct mail, and newspaper using computer assisted production techniques.
QP: ADV 317 QA: ADV 421

346.

Advertising Media Planning and Strategy
Fall, Spring. Summer. 4(3-2)
P: MTH 110 or MTH 116, ADV 205, CPS 150 or CPS 151. R: Open only to Advertising majors.

Planning, execution, and control of advertising media programs. Fundamental characteristics of the media. Buying and selling process. Techniques and methods used in advertising media planning process.
QP: ADV 205 CPS 150 MT 116 QA: ADV 346

417.

Advanced Creative Strategy and Execution for Broadcast Media
Fall, Spring. 4(3-2)
P: ADV 317. R: Open only to Advertising majors.

Advanced writing and production of advertising messages for radio and TV with emphasis on creative techniques, writing style, and production quality. Role of radio and TV advertising in advertising campaigns.
QP: ADV 317 QA: ADV 417

449.

Direct Response Advertising and Promotion Management
Spring. 4(3-2)
P: ADV 346 or concurrently. R: Open only to Advertising majors.

Planning, management and evaluation of direct response advertising promotion strategies and their relationship to the overall advertising process.
QP: ADV 317 ADV 460 QA: ADV 449 ADV 460 ADV 423

465.

Advertising and Social Responsibility
Fall, Summer. 4(4-0)
P: ADV 317, ADV 346. R: Open only to Advertising majors.

Impact of advertising on society, the culture and the economy. Ethical systems as bases for evaluating advertising. Self-regulation, laws and government regulation of advertising. Stereotyping in advertising.
QA: ADV 465

470.

International Advertising
Spring. 4(4-0)
P: ADV 346. R: Open only to Advertising majors.

Comparative analysis of cultures, economic systems, laws and legal systems, political conditions, societies and new technologies as a basis for decisions on international advertising.
QP: ADV 460 QA: ADV 470

473.

Consumer Research and Advertising Planning
Fall, Spring. Summer. 4(4-0)
P: ADV 346. R: Open only to Advertising majors.

Acquisition, analysis, and interpretation of consumer research information. Application of such information to the practice of advertising.
QP: ADV 346 MTA 390 QA: ADV 323

E-4 Courses with an asterisk (*) have not been approved by the University Committee on Curriculum.
486. Advertising Management
Fall, Spring, Summer. 4(3-2)
R: ADV 473. P: Open only to Advertising seniors and graduate students. Approval of department. May enroll for a maximum of 6 credits. R: Open only to Advertising majors. Application required.

490. Independent Study
Fall, Spring, Summer. 1 to 6 credits. Re-enrollment for a maximum of 6 credits. R: Open only to Advertising majors. Approval of department; application required.

823*. Consumer Behavior
Fall, Spring, Summer. Enroll in an area of advertising or public relations. R: Open only to Advertising seniors and graduate students. Examination of concepts and theories from behavioral sciences and their usefulness in developing advertising and public relations programs. Emphasis on how consumer behavior is influenced by interpersonal and mass communication. R: Open only to Advertising majors. Approval of department; application required. Supervised individual study in an area of advertising or public relations. QA: ADV 499

826*. Advertising and Public Relations Internship
Fall, Spring, Summer. 1 to 4 credits. R: Open only to Advertising majors. Approval of department; application required. Supervised experience in a professional environment. QA: ADV 859

828*. Advertising and Promotion Management
Fall, Spring. 4(4-0)
R: MTA 605 or concurrent R: not open to undergraduate students. Planning and formulating promotional strategy; establishing policies for decision-making and execution of advertising and promotion programs. Emphasis on case analysis. R: Open only to undergraduate students. QA: ADV 828

848*. Management of Media Programs
Fall, Spring. 3(3-0)
R: not open to undergraduate students. Planning, execution and control of media programs. Theory and techniques of media allocation including marginal analysis, mathematical programming, simulation and game theory in formulation of media strategies. QA: ADV 846

850*. Public Relations Planning
Fall. 3(3-0)
R: not open to undergraduate students. Planning, execution, and evaluation of public relations programs. Theories, techniques, and applications to common public relations problems. QA: ADV 850

865*. Advertising and Society
Spring. 3(3-0)
R: not open to undergraduate students. Evaluation of the impact of advertising on individuals, society, and economy. Review of public policy issues relevant to advertising and its regulation by government and industry. QA: ADV 865

870*. International Advertising
Fall. 3(3-0)
R: not open to undergraduate students. International Dimensions of advertising and other marketing communications. Analysis of international programs from point of view of advertisers, advertising institutions and society. QA: ADV 870

875*. Advertising and Public Relations Research
Fall. 4(3-2)
R: not open to undergraduates. Research design and data collection techniques for advertising and public relations problems. Data analysis techniques and information systems management. QA: TC 831 ADV 832

890*. Special Problems
Fall, Spring, Summer. R: not open to undergraduate students. May enroll for a maximum of 6 credits. R: Open only to undergraduate students. QA: ADV 890

897*. Quantitative Research Design
Fall. 3(3-0) Interdepartmental with the Department(s) of Journalism, Telecommunication. R: class 7 doctoral students). Mass media (98) and communication (94) doctoral students. Theoretical perspectives on processes and effects of mediated communication, including audience, socialization, persuasion, media, society, and intercultural perspective. Theory construction. QA: ADV 897

911*. Media Theory
Fall. 3(3-0) Interdepartmental with the Department(s) of Journalism, Telecommunication. R: class 7 curriculum 98 (mass media) and 94 (communication) students. Academic and applied research methods. Appropriate statistical techniques. QA: ADV 911

921*. Media Theory
Fall, Spring. 4(4-1)
R: Open only to juniors and seniors. May enroll for a maximum of 3 credits. R: Open only to juniors and seniors. Planning and formulating of advertising, media, technology, and content in the context of the mass media. QA: ADV 921

111. Organisation of the U.S. Air Force
Fall. 1(1-3)

112. U.S. Strategic Offensive and Defensive Forces
Spring. 1(1-2)

211. The Development of Air Power—Ascension to Prominence
Fall. 1(1-2)
Factors contributing to change in the nature of military conflict. History of air power from its earliest beginnings through World War I. Evolution of air power concepts and doctrine. Leadership laboratory. QA: NONE AS 210 AS 211

212. The Development of Air Power—Key to Deterrence
Spring. 1(1-2)
History of air power from the end of World War II to the present. Role of technology in the growth of air power. History of air power employment in military and non-military operations. Leadership laboratory. QA: NONE AS 211 AS 212

321. U.S. Air Force Communication and Ethics
Fall. 3(3-2)
Communication, management, and ethical skills for Air Force officers. Emphasizes standards and professionalism in the modern officer corps. Leadership laboratory. QA: NONE AS 321 AS 322

322. Management and Leadership
Spring. 3(3-2)

421. American Defense Policy and the Management of Conflict
Fall. 3(3-2)

422. The Military and Society
Spring. 3(3-2)

470. Independent Study
Fall, Spring. 1 to 6 credits. May enroll for a maximum of 6 credits. R: Open only to juniors and seniors. May enroll for a maximum of 3 credits. R: Open only to juniors and seniors. Planning and formulating of advertising, media, technology, and content in the context of the mass media. QA: ADV 470

500. Special Problems
Fall, Spring. 1 to 2 credits. May enroll for a maximum of 2 credits. R: Open only to graduate students. Emphasis on special problems in advertising and public relations. QA: ADV 500

501. Internship
Fall, Spring. 1 to 4 credits. May enroll for a maximum of 4 credits. R: Open only to graduate students. Internship under supervision of Advertising faculty. QA: ADV 501

511. Internship
Fall. 1 to 2 credits. May enroll for a maximum of 2 credits. R: Open only to graduate students. Faculty supervised thesis research. QA: ADV 511

AEROSPACE STUDIES

AFR

101A*. Elementary Swahili I
Fall. 4(4-1)
Speaking, reading, and writing Swahili, with emphasis on developing oral proficiency. QA: AFR 101 AFR 102

101B*. Elementary African Language I
Fall. 4(4-1)
African language at the elementary level. Speaking, reading, and writing, with emphasis on developing oral proficiency skills. Specific language varies. QA: AFR 101 AFR 102

102A*. Elementary Swahili II
Spring. 4(4-1)
Speaking, reading, and writing Swahili, with continued emphasis on developing oral proficiency skills. QA: AFR 101 AFR 102

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