486. Advertising Management
Fall, Spring, Summer. 4(3-2)
P: ADV 473. R: Open only to Advertising seniors and graduate students.
Decision theory and techniques to plan, prepare, direct, control and evaluate advertising and public relations campaigns. Application of advertising theory and techniques.
QP: ADV 476 QA: ADV 480 ADV 486

490. Independent Study
Fall, Spring, Summer. 1 to 6 credits. May enroll for a maximum of 6 credits. 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

493. Advertising/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 399

823*. Consumer Behavior
Fall, Spring. 4(4-0)
R: 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.
QA: ADV 823

826*. Advertising and Promotion Management
Fall, Spring. 4(4-0)
P: MTA 665 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.
QP: MTA 665 QA: ADV 826

846*. Management of Media Programs
Fall. 3(3-0)
R: not open to undergraduate students.
Planning, execution and control of media programs. The 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

855*. 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 855

870*. International Advertising
Fall. 3(3-0)
P: ADV 665 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.
QP: ADV 876 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. 1 to 6 credits in increments of 6 credits. May enroll for a maximum of 6 credits. R: not open to undergraduate students advertising (91-65), public relations (91-07)
Directed study under supervision of Advertising faculty.
QA: ADV 890

899*. Master's Thesis Research
Fall, Spring, Summer. 1 to 8 credits. May enroll for a maximum of 9 credits.
R: Advertising (91-06) and public relations (91-07)
Faculty supervised thesis research.
QA: ADV 899

921*. Media Theory
Fall. 3(3-0) Interdepartmental with the Department(s) of Journalism, Telecommunication.
R: class 7 (doctoral students), mass media (96) and communication (94) doctoral students.
Theoretical perspectives on process and effects of mediated communication, including audience, socialization, persuasion, macro-societal, and intercultural perspectives. Theory construction.

975*. Quantitative Research Design
Fall. 3(3-0) Interdepartmental with the Department(s) of Journalism, Telecommunication.
R: class 7 curriculum 98 (mass media ph.d. students)
Survey, experimental and content analytic techniques applied to the study of media. Academic and applied research methods. Appropriate statistical techniques.

AEROSPACE STUDIES AS

111. Organization of the U.S. Air Force
Fall. 1(1-2)
QA: AS110 AS111

112. U.S. Strategic Offensive and Defensive Forces
Spring. 1(1-2)
Missions and functions of specific Air Force commands and role of commands in U.S. defense policy. Employment of contemporary military equipment and systems. Leadership laboratory.
QA: AS111 AS112

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 II. Evolution of air power concepts and doctrine. Leadership laboratory.
QP: NONE QA: AS210 AS211

AFRICAN LANGUAGES 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 Languages 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)
Further work on speaking, reading, and writing Swahili, with continued emphasis on developing oral proficiency skills.
QP: AFR 101 QA: AFR 102 AFR 103
AFRICAN LANGUAGES

102B. Elementary African Language II
Spring. 4(4-1)

R: Approval of department.

Further work on speaking, reading, and writing an African language, with continued emphasis on developing oral proficiency skills.

QP: AFR 101  AFR 102  AFR 103

151*. Beginning Individualized African Language
Fall. 4(4-1)

R: Approval of department.

Individualized study of an African language at the elementary level. Speaking, reading, and writing, with emphasis on developing oral proficiency skills.

QA: AFR 101  AFR 102

201A. Second Year Swahili I
Fall. 4(4-1)

P: AFR 102A or R: approval of department.

Intermediate-level work on speaking, reading, and writing Swahili, with emphasis on developing oral proficiency skills.

QP: AFR 101  AFR 102  AFR 103

201B. Second Year African Language I
Fall. 4(4-1)

R: Approval of department.

Intermediate-level work on speaking, reading, and writing an African language, with continued emphasis on developing oral proficiency skills.

QP: AFR 103  AFR 201  AFR 202

450A*. Advanced Swahili
Fall, Spring. 1 to 5 credits. May reenroll for a maximum of 20 credits.

P: AFR 202A or R: approval of department.

Advanced study of Swahili. Speaking, reading, and writing, with emphasis on developing oral proficiency skills.

QP: AFR 203  QP: AFR 450

450B*. Advanced African Language
Fall. 1 to 5 credits. May reenroll for a maximum of 24 credits.

R: Approval of department.

Advanced study of an African language. Speaking, reading, and writing, with emphasis on developing oral proficiency skills.

QP: AFR 203  QP: AFR 450

202A. Second-Year Swahili II
Spring. 4(4-1)

P: AFR 201A or R: approval of department.

Further intermediate-level work on speaking, reading, and writing Swahili, with continued emphasis on developing oral proficiency skills.

QP: AFR 201  AFR 202  AFR 203

202B*. Second-Year African Language II
Spring. 4(4-1)

R: Approval of department.

Further intermediate-level work on speaking, reading, and writing an African language, with continued emphasis on developing oral proficiency skills.

QP: AFR 201  AFR 202  AFR 203

251*. Intermediate Individualized African Language I
Fall. 4(4-1)

R: Approval of department.

Intermediate-level individualized work on speaking, reading, and writing an African language, with emphasis on developing oral proficiency skills.

QP: AFR 103  AFR 201  AFR 202

252*. Intermediate Individualized African Language II
Spring. 4(4-1)

R: Approval of department.

Further intermediate-level individualized work on speaking, reading, and writing an African language, with continued emphasis on developing oral proficiency skills.

QP: AFR 201  AFR 202  AFR 203

290* Independent Study
Fall, Spring, Summer. 1 to 4 credits. May reenroll for a maximum of 8 credits.

R: Approval of the Department

Special projects arranged by an individual student and a faculty member in areas supplementing regular course offerings.

QP: AFR 202  AFR 203

301*. Exploring World Agriculture and Natural Resources
Fall. 3(3-0)

P: AFR 101 or CSS 101 or FSM 200 or RD 201. R: Not open to freshmen and sophomores.

International dimensions of agriculture and natural resources. Social, economic, geographic, natural and political constraints.

QP: CSS 101 OR FSM 200 OR RD 201. AEE 101 AFR 203

302*. Developing and Managing Agriscience and Natural Resources Education Programs
Fall. 3(3-0)

P: AFR 101. R: Open only to College of Agriculture and Natural Resources and College of Education majors.

Development, management and relationships of key components in effective agriscience and natural resource education programs. Community resource use, leadership development, program evaluation.

QP: TE 323  AEE 360  AEE 361  AEE 362

303*. Issues in Agricultural and Environmental Education Programs
Fall. 3(2-2)

P: AEE 101 or TE 150; FW 206. R: Not open to freshmen and sophomores.

Open only to students with a secondary teaching minor in the College of Agriculture and Natural Resources. Assessment and analysis of current issues and their impact on agricultural and environmental education programs.

QP: FW 203  TE 2000 RTE 322

Agricultural and Extension Education

AEE

101*. Introduction to Education and Communications in Agriculture and Natural Resources
Fall. 3(3-0)

R: Open only to freshmen and sophomores.

College of Agriculture and Natural Resources students. Historical and philosophical foundations of agriscience education and Agriculture and Natural Resources communications. Theories and principles of learning, instructive teaching, communication, and leadership in the context of the land-grant system.

QP: AEE 101

203. American Agrarian Movements
Spring. 3(3-0)

R: Not open to freshmen.

Historical perspectives of America by pioneers, farmers, ranchers and others who cultivated the land from 1700s to 1850s. Agricultural movements, trends and developments.

QP: AEE 203

401*. Agricultural and Natural Resources Communications
Fall, Spring, Summer. 3(4-0)

P: AEE 101 or AEE 201 or JRN 108 or JRN 206. R: Open only to College of Agriculture and Natural Resources and Communication Arts and Sciences majors.

Planning and execution of agricultural and natural resource communication campaigns. Emphasis on theories, strategies and techniques using mass and controlled media channels.

QP: JRN 201  AEE 401

403*. Agricultural and Natural Resources Leadership and Education
Spring. 3(3-0)

P: AEE 301 or AEE 302. R: Not open to freshmen and sophomores.

Characteristics of leadership, group dynamics, and development of personal leadership skills. Educational methods and learning styles.

QP: AEE 350 OR AEE 360 OR AEE 362

411*. Traditional Cultural Resources
Fall. 3(3-0) interdepartmental with the Department(s) of Resource Development
P: AEE 201 or RD 201 or HA 205 R: Juniors and above

Identification and use of traditional cultural resources in developing policies and programs in education, conservation, and community and economic development.

QP: AEE 401

499*. Independent Study
Fall, Spring, Summer. 1 to 4 credits.

P: AEE 101, AEE 401. R: Open only to Agricourses and Natural Resources Education and AEE, Agriscience and Natural Resources Communication majors. Approval of department; application required.

Individual study in areas of agriscience, extension education, or agricultural natural resource communications.

QP: AEE 401 OR AEE 350  AEE 493