ADVERTISING

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 488

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 605 or concurrent R: not open to undergraduate students
Planning and formulating promotional strategies, establishment of policy for decision-making and execution of advertising and promotion programs. Emphasis on case analysis.
QP: MTA 505. QA: ADV 826

846*. 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

859*. 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 528 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 826. 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. May enroll for a maximum of 6 credits. R: not open to undergraduate students advertising (91-06), 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(0-0) Interdepartmental with the Department of Journalism, Telecommunication.
R: class 7 (doctoral students) mass media (98) 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: AS 110. AS 111

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: AS 111. AS 112

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: 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.
QP: NONE. QA: 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.
QP: NONE. QA: AS 320. AS 321

322. Management and Leadership
Spring. 3(3-2).
P: AS 321
Leadership theory, traditional Air Force management functions, and current practices. Emphasizes the application of leadership concepts by junior officers. Leadership laboratory.
QP: NONE. QA: AS 321. AS 322

421. American Defense Policy and the Management of Conflict
Fall. 3(3-2)
P: AS 322
Formation and implementation of defense policy and strategy. Bureaucratic interplay and impact of nuclear technology. Investigation of current defense issues. Leadership laboratory.
QP: AS 320. AS 321. AS 322
QA: AS 420. AS 421

422. The Military and Society
Spring. 3(3-2)
P: AS 421.
QP: AS 320. AS 321. AS 322
QA: AS 420. AS 421. AS 422

490. Independent Study
Fall, Spring, Summer. 1 to 3 credits. May enroll for a maximum of 3 credits. R: open only to juniors and seniors.
Approval of department. Investigation of a particular aspect of aerospace studies.
QP: NONE. QA: AS 499

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 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)
P: AFR 101A or R: approval of department.
Further work on speaking, reading, and writing Swahili, with continued emphasis on developing oral proficiency skills.
QP: AFR 101. QA: AFR 102. AFR 103