

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 475 QA: ADV 460 ADV 486

490. Independent Study
 Fall, Spring, Summer. 1 to 6 credits.
 May reenroll 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 805 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 805 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. 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)
 P: ADV 826 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 in increments of 6 credits. May reenroll for a maximum of 6 credits.
 R: not open to undergraduate students
 advertising (91-05), 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 reenroll for a maximum of 8 credits.
 R: advertising (91-05) 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 (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)
 The doctrine and mission of the U.S. Air Force. History, organization, and structure. Leadership laboratory.
 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

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: AS320 AS321

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: AS321 AS322

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: AS320 AS321AS322 QA: AS420 AS421

422. The Military and Society
 Spring. 3(3-2)
 P: AS 421.
 Role of the professional officer in a democratic society. Global security issues. Military justice and the laws of war. Leadership laboratory.
 QP: AS320 AS321AS322AS421 QA: AS421 AS422

490. Independent Study
 Fall, Spring, Summer. 1 to 3 credits.
 May reenroll 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: AS499

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