I

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. Acquisitions, analysis, and interpretation of consumer research information. Application of such information to the practice of advertising.

QP: ADV 346 ML 306 QA: ADV 323, ADV 475

486. Advertising Management
Fall, Spring, Summer. 4(4-0)
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 480, ADV 486

490. Independent Study
Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 6 credits in all enrollments for this course.

R: Open only to Advertising majors. Approval of department; application required.

Supervised individual study in an area of advertising or public relations.

QA: ADV 489

582. Consumer Behavior
Fall, Spring. 4(4-0)

Concepts and theories from behavioral sciences. Their use for developing advertising and public relations programs. Interpersonal and mass communication influences on consumer behavior.

QA: ADV 823

826. Advertising and Promotion Management
Fall, Spring. 4(4-0)
P: ML 805 or concurrent.

Planning promotional strategy. Establishing policies for decision-making. Execution and evaluation of advertising and sales promotion programs. Emphasis on case analysis.

QP: ML 805 QA: ADV 826

846. Management of Media Programs
Fall. 3(3-0)

Planning, execution, and control of media programs. Theory and techniques of budget allocation including marginal analysis and mathematical programming, simulation and game theory.

QA: ADV 846

850. Public Relations Planning
Fall. 3(3-0)

Planning, execution, and evaluation of public relations programs. Theories, techniques, and applications. Topics include media relations, government relations, and fundraising.

QA: ADV 850

865. Advertising and Society
Spring. 3(3-0)

Impact of advertising on individuals, society, and the economy. Public policy issues relevant to advertising. Regulation by government and industry.

QA: ADV 865

AEROSPACE STUDIES

Department of Aerospace Studies
Office of the Provost

111. Organization of the U.S. Air Force
Fall. 11(3)
The doctrine and mission of the U.S. Air Force, history, organization, and structure. Leadership laboratory.

QA: AS 110, AS 111

112. U.S. Strategic Offensive and Defensive Forces
Spring. 11(3)

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-I: Ascension to Prominence
Spring

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.

QA: AS 210, AS 211

212. The Development of Air Power-I Key to Reference
Spring. 11(3)

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: 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: AS 320, AS 321

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

Leadership theory, traditional Air Force management functions, and current practices. Emphasizes the application of leadership concepts by junior officers. Leadership laboratory.

QA: AS 321, AS 322

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

Formation and implementation of defense policy and strategy. Bureaucratic interplay and impact of nuclear technology. Investigation of current defense issues. Leadership laboratory.

QA: AS 320, AS 321, AS 322 QA: AS 420, AS 421

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

P: AS 421.


QA: AS 320, AS 321, AS 322, AS 421 QA: AS 421, AS 422

490. Independent Study
Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 3 credits in all enrollments for this course.

R: Open only to juniors and seniors. Approval of department.

Investigation of a particular aspect of aerospace studies.

QA: AS 490

AFRICAN LANGUAGES

AFR

Department of Linguistics and Germanic, Slavic, Asian and African Languages

College of Arts and Letters

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
P: AFR 101A or approval of department.

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

QA: AFR 101A QA: AFR 102, AFR 103
### AGRICULTURAL AND EXTENSION EDUCATION AEE

#### Department of Agricultural and Extension Education

#### College of Agriculture and Natural Resources

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**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 QA: AFR 102, AFR 103

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**151. Beginning Individualized African Language I**  
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

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**152. Beginning Individualized African Language II**  
Spring, 4(4-1)  
R: Approval of department.  
Further individualized work on speaking, reading, and writing an African language, with continued emphasis on developing oral proficiency skills.  
QP: AFR 101 QA: AFR 102, AFR 103

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**201A. Second Year Swahili I**  
Fall, 4(4-1)  
P: AFR 102A or approval of department.  
Intermediate-level work on speaking, reading, and writing Swahili, with emphasis on developing oral proficiency skills.  
QP: AFR 103 QA: AFR 201, AFR 202

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**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 101 QA: AFR 201, AFR 202

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**202A. Second Year Swahili II**  
Spring, 4(4-1)  
P: AFR 201A or approval of department.  
Further intermediate-level work on speaking, reading, and writing Swahili, with continued emphasis on developing oral proficiency skills.  
QP: AFR 201 QA: AFR 201, AFR 202

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**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 QA: AFR 201, AFR 202

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**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 QA: AFR 201, AFR 202

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**450A. Advanced Swahili**  
Fall, Spring, 1 to 8 credits. A student may earn a maximum of 8 credits in all enrollments for this course.  
P: AFR 202A or approval of department.  
Advanced study of Swahili. Speaking, reading, and writing, with emphasis on developing oral proficiency skills.  
QP: AFR 203 QA: AFR 450

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**450B. Advanced African Language**  
Fall, Spring, 1 to 4 credits. A student may earn a maximum of 4 credits in all enrollments for this course.  
P: Approval of department.  
Advanced study of an African language. Speaking, reading, and writing, with emphasis on developing oral proficiency skills.  
Language varies.  
QP: AFR 203 QA: AFR 450

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**460. Independent Study**  
Fall, Spring, 1 to 4 credits. A student may earn a maximum of 8 credits in all enrollments for this course.  
P: Approval of department.  
Special projects arranged by an individual student and a faculty member in areas supplementing regular course offerings.  
R: Not open to freshmen. Approval of department.  
Special projects arranged by an individual student and a faculty member in areas supplementing regular course offerings.  
QP: AFR 201, AFR 202

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**490. Independent Study**  
Fall, Spring, 1 to 4 credits. A student may earn a maximum of 8 credits in all enrollments for this course.  
P: Approval of department.  
Special topics supplementing regular course offerings proposed by faculty on a group study basis.  
R: Not open to freshmen. Approval of department.  
Special topics supplementing regular course offerings proposed by faculty on a group study basis.  
QP: AFR 201, AFR 202

| Course | Description |

**Agricultural and Extension Education—Descriptions of Courses**