Topics include media relations, government relations, Planning, execution, and evaluation of public relations. Theories, techniques, and applications. Interpersonal and mass communication influences on consumer behavior. Planning promotional strategy. Establishing policies for decision-making. Execution and evaluation of advertising and sales promotion programs. Emphasis on case analysis.

P: ML 425 corequisite.

QS: ML 485 QA: ADV 506

AEROSPACE STUDIES
Department of Aerospace Studies
Office of the Provost

111. Organization of the U.S. Air Force
Fall, 4(3-0)

112. U.S. Strategic Offensive and Defensive Forces
Fall, 4(3-0)
Strategic offensive and defensive forces. The role of the United States and the contributions of other nations in the defense of the United States. Leadership laboratory. QA: AS 111, AS 112

211. The Development of Air Power-1 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-2 Key to Domination
Spring
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 airpower employment in military and non-military operations. Leadership laboratory. QA: AS 211, AS 212

321. U.S. Air Force Communication and Ethics
Fall, 3(3-0)
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(3-0)
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
Fall, 3(3-0)

422. The Military and Society
Spring, 3(3-0)
P: AS 322

490. Independent Study
Fall, Spring. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course. R: Open only to seniors. Approval of department. Investigation of a particular aspect of aerospace studies. QA: AS 495

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
Fall, 4(4-1)
Speaking, reading, and writing Swahili, with continued emphasis on developing oral proficiency skills. QA: AFR 101 QA: AFR 102, AFR 103