448. Direct Response Advertising and Promotion Management
Spring, 4(3-2)
P: ADV 346 or concurrently. R: Open only to Advertising majors. Planning, management and evaluation of direct response advertising promotion strategies and their relationship to the overall advertising process.

465. Advertising and Social Responsibility
Fall, Spring, Summer. 4(4-0)
P: ADV 317, ADV 346. R: Open only to Advertising majors. Completion of Tier I writing requirement. Impact of advertising on society, the culture and the economy. Ethical systems as bases for evaluating advertising. Self-regulation, laws and government regulation of advertising. Stereotyping in advertising.

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.

473. Consumer Research and Advertising Planning
Fall, Spring, Summer. 4(4-0)
P: ADV 340. R: Open only to Advertising majors. Acquisition, analysis, and interpretation of consumer research information. Application of such information to the practice of advertising.

496. Advertising Management
Fall, Summer. 4(3-2)
P: ADV 475. R: Open only to Advertising seniors and graduate students. Completion of Tier I writing requirement. Decision theory and techniques to plan, prepare, direct, control and evaluate advertising and public relations campaigns. Application of advertising theory and techniques.

500. 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.

503. 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.

880. 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.

890. 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 graduate students in College of Communication Arts and Sciences. Directed study under faculty supervision.

899. Master's Thesis Research
Fall, Spring, Summer. 1 to 8 credits. A student may earn a maximum of 8 credits in all enrollments for this course. R: Open only to students in advertising and public relations. Faculty supervised thesis research.

916. Qualitative Research Methods
Spring, 3(3-0) Interdepartmental with Journalism and Telecommunication. R: Open only to Ph.D. students in Mass Media and Communication. Qualitative research in mass and specialized communication systems. Topics include documentary, bibliographic, case study and participant observation methods.

921. Media Theory
Fall. 3(3-0) Interdepartmental with Journalism and Telecommunication. R: Open only to Ph.D. students in Mass Media and Communication. Process and effects of mediated communication. Audiences, socialization, and persuasion. Macro-societal, and intercultural perspectives. Theory construction.

930. Law and Public Policy of the Media
Fall. 3(3-0) Interdepartmental with Journalism and Telecommunication. R: Open only to Ph.D. students in Mass Media. Philosophical, legal, political, and statutory principles underlying law and public policy applied to media. Selected issues involving constitutional law, common law, statutes, and administrative policy.

960. Media and Technology
Spring. 3(3-0) Interdepartmental with Telecommunication and Journalism. R: Open only to Ph.D. students in Communication Arts and Sciences-Mass Media or Communication or approval of department. Theoretical frameworks concerning media and communication processes, and their interactions with technology, social, organizational, critical, and economic perspectives.
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.

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.

102A. Elementary Swahili II
Spring. 4(4-1)
P: AFR 101A or approval of department.
Further work on speaking, reading, and writing Swahili, with continued emphasis on developing oral proficiency skills.

102B. Elementary African Language II
Spring. 4(4-1)
P: Approval of department.
Further work on speaking, reading, and writing an African language, with emphasis on developing oral proficiency skills.

151. Beginning Individualized African Language I
Fall. 4(4-1)
P: Approval of department.
Individualized study of an African language at the elementary level. Speaking, reading, and writing, with emphasis on developing oral proficiency skills.

152. Beginning Individualized African Language II
Spring. 4(4-1)
P: Approval of department.
Further individualized work on speaking, reading, and writing an African language, with continued emphasis on developing oral proficiency skills.

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.

201B. Second Year African Language I
Fall. 4(4-1)
P: Approval of department.
Intermediate-level work on speaking, reading, and writing an African language, with continued emphasis on developing oral proficiency skills.

202A. Second Year Swahili II
Spring. 4(4-1)
P: Approval of department.
Intermediate-level individualized work on speaking, reading, and writing Swahili, with emphasis on developing oral proficiency skills.

202B. Second Year African Language II
Spring. 4(4-1)
P: Approval of department.
Further intermediate-level individualized work on speaking, reading, and writing an African language, with emphasis on developing oral proficiency skills.

490. Independent Study
Fall, Spring, Summer. 1 to 5 credits. A student may earn a maximum of 3 credits in all enrollments for this course.
P: Open to juniors and seniors. Approval of department.
Investigation of a particular aspect of aerospace studies.

AGRICULTURAL EXTENSION EDUCATION

AEE

Department of Agricultural and Extension Education
College of Agriculture and Natural Resources

101. Introduction to Education and Communications in Agriculture and Natural Resources
Fall. 3(2-0)
P: Open to freshmen and sophomores in the College of Agriculture and Natural Resources.
Historical and philosophical foundations of agriculture and natural resource communication. Theories and principles of learning. Inductive teaching, communication, and leadership in the context of the land-grant system.

201. Visual Communications in Agriculture and Natural Resources
Spring. 3(0-3)
P: AEE 101. Open to students in the College of Agriculture and Natural Resources.
Understanding, use, design, and production of visual communications in agriculture and natural resources. Posters, print advertisements, and presentation graphics.

205. American Agrarian Movements
Spring. 3(0-3)
Historical perspectives of America by pioneers, farmers, ranchers and others who cultivated the land from 1700s to 1930. Agricultural movements, trends and development.

301. Exploring World Agriculture and Natural Resources
Fall. 3(2-0)
P: AEE 101 or CSS 101 or FSM 200 or RD 201. Not open to freshmen and sophomores.
International dimensions of agriculture and natural resources. Social, economic, geographic, natural and political constraints.

302. Developing and Managing Agriscience and Natural Resources Education Programs
Fall. 3(3-0)
P: AEE 101 or TE 150.
Development, management and relationships of key components in effective agriscience and natural resources education programs. Community resource use, leadership development, program evaluation.

303. Issues in Agricultural and Environmental Education Programs
Fall. 3(2-0)
P: AEE 101 or TE 150; FW 203. Not open to freshmen and sophomores.
Assessment and analysis of current issues and their impact on agricultural and environmental education programs.

310. Environmental Communication
Fall. 3(0-3) Interdepartmental with Resource Development. Administered by Resource Development.
P: RD 201, ZOL 250. Not open to freshmen and sophomores.
Environmental risk communications. Conflict resolution. Mitigation and public forum management.