

**Descriptions — Advertising
of
Courses**

346. Advertising Media Planning and Strategy

Fall, Spring, Summer. 4(3-2)

P: MTH 110 or MTH 116, ADV 205, CPS 101 or CPS 131. R: Open only to Advertising majors.

Planning, execution and control of advertising media programs. Fundamental characteristics of the media. Buying and selling process. Techniques and methods used in advertising media planning process.

417. Advanced Creative Strategy and Execution for Broadcast Media

Fall, Spring. 4(3-2)

P: ADV 317. R: Open only to Advertising majors.

Advanced writing and production of advertising messages for radio and TV with emphasis on creative techniques, writing style, and production quality. Role of radio and TV advertising in advertising campaigns.

449. 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 346. R: Open only to Advertising majors.

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

486. Advertising Management

Fall, Spring, Summer. 4(3-2)

P: ADV 473. 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.

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.

493. Advertising/Public Relations Internship

Fall, Spring, Summer. 1 to 4 credits. A student may earn a maximum of 4 credits in all enrollments for this course.

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

Supervised experience in a professional environment.

823. 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.

826. Advertising and Promotion Management

Fall, Spring. 4(4-0)

P: MSC 805 or concurrently.

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

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, mathematical programming, simulation and game theory.

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.

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.

870. International Advertising

Spring. 3(3-0)

P: ADV 826 or concurrently.

International dimensions of advertising and other marketing communications. Comparative analysis of economic, cultural, and legal conditions that affect advertising activities. International and foreign media.

875. Advertising and Public Relations Research

Fall. 4(3-2)

P: One introductory research design or statistics course. R: Open only to graduate students in College of Communication Arts and Sciences.

Data collection and analysis. Use and interpretation of software package output.

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 Advertising and Public Relations. Approval of department.

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. Administered by Journalism.

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. Administered by Journalism.

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. Administered by Telecommunication.

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.

965. Media Economics

Spring. 3(3-0) Interdepartmental with Telecommunication and Journalism. Administered by Telecommunication.

R: Open only to Ph.D. students in Communication Arts and Sciences-Mass Media or Communication or approval of department.

Economic theory and analysis relevant to the mass media. Economic structure and performance of mass media and advertising industries. Competition among media and within related industries.

975. Quantitative Research Design

Fall. 3(3-0) Interdepartmental with Journalism and Telecommunication.

P: One graduate-level research design or statistics course. R: Open only to Ph.D. students in Mass Media.

Survey, experimental and content-analytic techniques applied to the study of media. Academic and applied research methods. Univariate and multivariate techniques.

AEROSPACE STUDIES AS

**Department of Aerospace Studies
Office of the Provost**

111. Air Force Today - I

Fall. 1(1-2)

Introduction to the U.S. Air Force today. Mission and organization; group leadership problems; introduction to communication skills. Leadership laboratory.

112. Air Force Today - II

Spring. 1(1-2)

Introduction to the U.S. Air Force today. Officership and professionalism; group leadership problems; introduction to communication skills. Leadership laboratory.

211. Development of Air Power - I

Fall. 1(1-2)

Air Force heritage. Evolution of air power concepts and doctrine; introduction to ethics and values; introduction to leadership; continuing application of communication skills. Leadership laboratory.

212. Development of Air Power - II
Spring. 1(1-2)
Air Force leaders. Role of technology in the growth of air power; introduction to Quality Air Force; group leadership problems; continuing application of communication skills. Leadership laboratory.

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.

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.

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.

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.

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.

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)
R: Approval of department.
Further work on speaking, reading, and writing an African language, with continued emphasis on developing oral proficiency skills.

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.

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.

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)
R: 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: AFR 201A or approval of department.
Further intermediate-level work on speaking, reading, and writing Swahili, with continued emphasis on developing oral proficiency skills.

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.

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.

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

290. Independent Study
Fall, Spring. 1 to 4 credits. A student may earn a maximum of 8 credits in all enrollments for this course.
R: Approval of department.
Special projects arranged by an individual student and a faculty member in areas supplementing regular course offerings.

450A. Advanced Swahili
Fall, Spring. 1 to 5 credits. A student may earn a maximum of 20 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.

450B. Advanced African Language
Fall, Spring. 1 to 5 credits. A student may earn a maximum of 24 credits in all enrollments for this course.
R: Approval of department.
Advanced study of an African language. Speaking, reading, and writing, with emphasis on developing oral proficiency skills. Language varies.

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

491. Special Topics in African Studies
Fall, Spring. 1 to 4 credits. A student may earn a maximum of 8 credits in all enrollments for this course.
R: Approval of department.
Special topics supplementing regular course offerings proposed by faculty on a group study basis.

AGRICULTURAL AND 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 Resource
Fall. 3(3-0)
R: Open only to freshmen and sophomores in the College of Agriculture and Natural Resources.
Historical and philosophical foundations of agriscience education and Agriculture and Natural Resources communications. 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(2-2)
P: AEE 101. R: Open only 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.

203. American Agrarian Movements
Spring. 3(3-0)
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(3-0)
P: AEE 101 or CSS 101 or FSM 200 or RD 201. R: Not open to freshmen and sophomores.
International dimensions of agriculture and natural resources. Social, economic, geographic, natural and political constraints.