

**Descriptions—Advertising  
of  
Courses**

**ADVERTISING**

**ADV**

**Department of Advertising  
College of Communication Arts  
and Sciences**

- 123. Media Relations for Professionals**  
*Fall, Summer. 4(4-0)*  
Working with print and broadcast news media personnel. Topics include ethics and news media relations, evaluation of media relations, and handling of media errors.
- 205. Principles of Advertising**  
*Fall, Spring, Summer. 4(4-0)*  
Principles and practices of advertising in relation to economies, societies, and mass communication.
- 227. Principles of Public Relations**  
*Fall, Spring, Summer. 4(4-0) P: Completion of Tier I writing requirement. R: Not open to freshmen.*  
Public relations practice in business, education, and government. Emphasis on principles and writing for public relations.
- 317. Creative Strategy and Execution**  
*Fall, Spring, Summer. 4(3-2) P: (ADV 205) and (JRN 200 or JRN 205) and (MSC 300 or concurrently) and completion of Tier I writing requirement. R: Open only to juniors or seniors in the Department of Advertising.*  
Creativity in advertising. Operation of agency creative departments and their relationship with other departments.
- 321. Advertising Graphics and Production**  
*Fall, Spring. 4(3-2) P: (ADV 317) R: Open only to juniors or seniors in the Department of Advertising.*  
Production of materials for magazine, direct mail, and newspapers using computer assisted production techniques.
- 346. Advertising Media Planning and Strategy**  
*Fall, Spring, Summer. 4(3-2) P: (ADV 205) and (CSE 101 or CSE 131) Completion of Tier I writing requirement and Completion of University mathematics requirement. R: Open only to juniors or seniors in the Department of Advertising.*  
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 juniors or seniors in the Department of Advertising.*  
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.

- 465. Advertising and Social Responsibility**  
*Fall, Spring, Summer. 4(4-0) P: (ADV 317 and ADV 346) and completion of Tier I writing requirement. R: Open only to juniors or seniors in the Department of Advertising.*  
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 juniors or seniors in the Department of Advertising.*  
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 juniors or seniors in the Department of Advertising.*  
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) and completion of Tier I writing requirement. R: Open only to seniors or graduate students in the Department of Advertising.*  
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 juniors or seniors in the Department of Advertising. 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 juniors or seniors in the Department of Advertising. 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.
- 860. Media Relations**  
*Spring. 4(4-0) P: (ADV 850) RB: Professional experience in public relations.*  
Theory and practice of how public relations professionals work with the news media to communicate with external publics.
- 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.
- 892. Special Topics**  
*Fall, Spring. 3(3-0)*  
Emerging topics in advertising and public relations
- 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. Officer-ship 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.