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.
  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.
  Supervised experience in a professional environment.

497. Advertising/Public Relations Research
  Fall. 3(3-0)
  Directed study under faculty supervision.

498. Special Topics
  Fall, Spring. 3(3-0)
  Emerging topics in advertising and public relations.

499. Master's Thesis Research
  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 students in Advertising and Public Relations.
  Supervised research.

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) R: 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. 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.
  Supervised study under faculty supervision.

899. Master's Thesis Research
  Fall, Spring, Summer. 1 to 6 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.
AEROSPACE STUDIES

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.

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.

African Languages—Descriptions of Courses