ADVERTISING

Department of Advertising
College of Communication Arts and Sciences

123 Media Relations for Professionals
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
Principles and practices of advertising in relation to economies, societies, and mass communication.

227 Principles of Public Relations
Public relations practice in business, education, and government. Emphasis on principles and writing for public relations.

317 Creative Strategy and Execution
Creative strategy and the creative process. Emphasis on public relations, advertising, and marketing. Creative concepts and techniques. Completing the ad plan.

321 Advertising Graphics and Production
Production of materials for magazine, direct mail, and newspaper advertising. Emphasis on design and the computer as a production tool.

346 Advertising Media Planning and Strategy
Planning, execution, and control of advertising. Media buying and planning process. Advertising media planning techniques.

417 Advanced Creative Strategy and Execution for Broadcast Media
Advanced writing and production of advertising messages for radio and television. Emphasis on the development of creative ideas, writing style, and production quality. Role of radio and television advertising in advertising campaigns.

465 Advertising and Social Responsibility
Ethical systems as bases for evaluating advertising. Self-regulation, laws and government and regulation of advertising. Stereotyping and advertising.

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

485 National Competitions
National Competitions is designed for practical experience in Advertising or Public Relations as part of a team competing in national competitions.

486 Advertising Management
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
Supervised individual study in an area of advertising or public relations.

493 Advertising/Public Relations Internship
Supervised experience in a professional environment.

823 Consumer Behavior
Concepts and theories from behavioral sciences. Their use for developing advertising and public relations programs. Interpersonal and mass communication influences on consumer behavior.
Advertising-ADV

826 Advertising and Promotion Management
Fall, Spring. 4(4-0) P:NM; (MSC 855 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
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
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:NM; (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:NM; (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:NM: 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. 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; Telecommunication. Administered by School of 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; Telecommunication. R: Open only to Ph.D. students in Mass Media and Communication.

930 Law and Public Policy of the Media
Fall. 3(3-0) Interdepartmental with Journalism; Telecommunication. Administered by School of 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; Journalism. Administered by Department of 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; Journalism. Administered by Department of 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; Telecommunication. P:NM: 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:NM; (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:NM; (AS 322)
Formation and implementation of defense policy and strategy. Bureaucratic interplay and impact of unclear technology. Investigation of current defense issues. Leadership laboratory.

422 The Military and Society
Spring. 3(3-2) P:NM; (AS 421)

490 Independent Study
Fall, Spring. 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.