

## Advertising-ADV

**826 Advertising and Promotion Management**  
Fall, Spring. 4(4-0) P:NM: (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: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, 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; 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.

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; 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 nuclear technology. Investigation of current defense issues. Leadership laboratory.

**422 The Military and Society**  
Spring. 3(3-2) P:NM: (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.