

- 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:M: (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) RB: (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) RB: 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) A student may earn a maximum of 6 credits in all enrollments for this course.  
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. RB: 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.

- 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) RB: (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) RB: (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) RB: (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.

## 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.

## 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.

## African Languages—AFR

**102A Elementary Swahili II**  
Spring. 4(4-1) RB: (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:M: (AFR 102A)

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:M: (AFR 201A)

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. RB: (AFR 202A)

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 or sophomores. Approval of department.

Special projects arranged by an individual student and a faculty member in areas supplementing regular course offerings.

## AGRIBUSINESS MANAGEMENT

## ABM

### Department of Agricultural Economics College of Agriculture and Natural Resources

**100 Decision-making in the Agri-Food System**

Fall, Spring. 3(3-0) Interdepartmental with Food Industry Management. SA: FSM 200

Organization and operation of the agri-food system. Economic analysis of agri-food firms and consumers. Management functions and decision-making of agri-food firms.

**130 Farm Management I**

Fall. 3(3-0) SA: AEC 050

General farm management including record keeping, income tax management, farm finance, and operational management of agricultural resources.

**210 Professional Seminar in Agribusiness Management**

Spring. 1(1-0) P:M: (ABM 100 or concurrently or ABM 130 or concurrently) R: Open only to Agribusiness Management majors.

Industry trends in agribusiness management. Verbal, written, and visual communication techniques applied to professional situations, including professional development and career planning.

**222 Agribusiness and Food Industry Sales (W)**

Fall, Spring. 3(3-0) Interdepartmental with Food Industry Management. P:M: (ABM 100 or ABM 130 or EC 201 or EC 202) and completion of Tier I writing requirement. R: Open only to sophomores or juniors or seniors. SA: FSM 320

Selling processes and activities within agribusiness and food firms. Principles and techniques of sales. Operation of sales organizations.

**225 Commodity Marketing I**

Fall. 3(3-0) P:M: (ABM 100 or concurrently or EC 201 or concurrently)

Commodity markets in the agri-food system. Analysis of supply, demand, and pricing alternatives. Agri-food marketing processes, including marketing cooperatives.

**332 Agribusiness Operations Management**

Fall. 3(3-0) P:M: (ABM 100)

The operational and tactical decisions of producers, wholesalers, retailers and service-related firms in agribusiness. Information systems usage. Analytical decision-making tools and techniques.

**337 Labor and Personnel Management in the Agri-Food System**

Fall. 3(3-0) Interdepartmental with Food Industry Management. P:M: (ABM 100 or ABM 130) R: Open only to juniors or seniors. SA: FSM 325

Human resource management principles for farms, agribusinesses and food firms: planning, recruiting, training, scheduling, motivating, supervising and evaluating. Labor regulations, compensation and records.

**400 Public Policy Issues in the Agri-Food System**

Spring. 3(3-0) Interdepartmental with Food Industry Management. P:M: (ABM 100) R: Open only to juniors or seniors. SA: FSM 421

Objectives, alternatives and consequences of public policy in the agri-food system. Analysis of economic implications for food and agribusiness firms, farmers, consumers and society.

**405 Corporate Environmental Management**

Fall. 3(3-0) Interdepartmental with Environmental Economics and Policy. Administered by Department of Agricultural Economics. P:M: (EEP 255 or ABM 332 or MGT 315 or MGT 325) SA: PRM 405

Integration of environmental protection and pollution prevention with business management. Economic and strategic analysis of environmental protection.

**410 Advanced Professional Seminar in Agribusiness Management**

Fall. 1(1-0) P:M: (ABM 210) R: Open only to Agribusiness Management juniors or seniors.

Advanced professional problems and reestablishment of career planning in the Agri-Food system. Industry trends, career alternatives, and job search strategies. Enhanced verbal, written and visual communication techniques.

**422 Vertical Coordination in the Agri-Food System**

Fall. 3(3-0) Interdepartmental with Food Industry Management. P:M: (ABM 100 and EC 201) R: Open only to juniors or seniors. SA: FSM 443

Analysis of vertical coordination in the industrialized agri-food system. Agricultural cooperatives, contracts, marketing orders, and trade associations. Analysis of imperfect competition and methods of conducting business. Interaction with legal systems and government.

**425 Commodity Marketing II**

Fall. 3(3-0) P:M: (ABM 225) and (STT 200 or STT 201 or STT 315) SA: FSM 441

Advanced application of supply, space demand and prices in commodity markets. Futures and options and their role in forward pricing. Risk management. Agricultural and food markets.