

Advertising—ADV

- 324 Advertising Layout and Design**
Fall, Spring. 3(2-2) P:M: (ADV 320) R: Approval of department. SA: ADV 321
Production of materials for magazine, direct mail, and newspapers using computer assisted production techniques.
- 330 Advertising Management**
Fall, Spring, Summer. 3(3-0) RB: (ADV 275) R: Open only to juniors or seniors in the Advertising major.
Advertising problems from the perspective of managers responsible for solving problems. Identify problems, develop alternative solutions, and evaluate proposed solutions.
- 332 Direct Response Advertising**
Fall. 3(3-0) P:M: (ADV 330 or ADV 340 or ADV 350) R: Open only to Advertising majors. Not open to students with credit in ADV 332A.
Direct response systems', history, growth, and contemporary configurations. Strengths of segmentation and database management, budget, and creative strategies.
- 332A Direct Response Advertising with Writing**
Spring. 3(2-2) P:M: (ADV 330 or ADV 340 or ADV 350) R: Open only to Advertising majors. Not open to students with credit in ADV 332.
Direct response systems', history, growth, and contemporary configurations. Strengths of segmentation and database management, budget, and creative strategies. Intensive writing with feedback in topic area.
- 334 International Advertising**
Spring. 3(3-0) P:M: (ADV 330 or ADV 340 or ADV 350) RB: (ADV 375) R: Open only to Advertising majors. SA: ADV 470
Advertising decisions and consumer behavior. Political systems, literacy rates, new technologies, consumer behavior, and culture. Decision making, strategy, media selection, creative execution and campaign evaluation.
- 336 Promotions and Sponsorships**
Fall, Spring. 3(3-0) P:M: (ADV 330 or ADV 340 or ADV 350) R: Open only to Advertising majors. Not open to students with credit in ADV 336A.
Non-traditional advertising strategies. Sponsorship of causes, sports marketing, motion picture marketing, cross-promotion strategies and strategies for non-profit organizations.
- 336A Promotions and Sponsorships with Writing**
Spring. 3(2-2) P:M: (ADV 330 or ADV 340 or ADV 350) R: Open only to Advertising majors. Not open to students with credit in ADV 336.
Non-traditional advertising strategies. Sponsorship of causes, sports marketing, motion picture marketing, cross-promotion strategies, and strategies for non-profit organizations. Intensive writing with feedback in topic area.
- 340 Advertising and Public Relations Research Methods**
Fall, Spring, Summer. 3(3-0) RB: (ADV 275) R: Open only to juniors or seniors in the Advertising major.
Gathering information and use of information for more effective communications strategies.
- 342 Account Planning**
Spring. 3(3-0) P:M: (ADV 330 or ADV 340 or ADV 350) R: Open only to Advertising majors.
Principles of account planning. Strategic thinking, use of focus groups, and other qualitative methods.
- 350 Advertising Media Planning and Strategy**
Fall, Spring, Summer. 3(3-0) RB: (ADV 275) R: Open only to juniors or seniors in the Advertising major. SA: ADV 346
Introduction to advertising media planning. Characteristics of media, media terminology and calculations. Use of syndicated media research and development of media plans.
- 352 Media Sales**
Fall. 3(3-0) P:M: (ADV 330 or ADV 340 or ADV 350)
Process of media sales, operation of sales and marketing departments, analyzing local media, and customized advertising using cross-selling.
- 354 Interactive Advertising Design**
Fall, Spring. 3(3-0) P:M: (ADV 320 or ADV 330 or ADV 340 or ADV 350) R: Open only to Advertising majors.
Concepts, technologies and skills in designing, developing and maintaining major forms of interactive advertising. Creative aspects of interactive media including web sites, banner ads, rich media, and 3D objects.
- 375 Consumer Behavior**
Fall, Spring, Summer. 4(4-0) RB: (ADV 275) R: Open only to juniors or seniors in the Advertising major. SA: ADV 473
Theories of consumer behavior and their applications to advertising and public relations.
- 426 Advanced Creative: Print**
Fall. 3(2-2) P:M: (ADV 322 and ADV 324) R: Approval of department.
Creation of print advertising. Creative research, strategy development, writing copy for newspaper, magazine, outdoor and direct mail.
- 428 Advanced Creative: Broadcast**
Spring. 3(2-2) P:M: (ADV 322 and ADV 324) R: Approval of department. SA: ADV 417
Creation of broadcast advertising. Creative research, strategy development, writing radio and TV scripts, creating storyboards, and radio and TV production.
- 456 Interactive Advertising Management**
Fall, Spring. 3(3-0) P:M: (ADV 354) R: Open only to Advertising majors.
Theory and practice of interactive advertising, e-commerce, Internet advertising, online sales promotion, online public relations, virtual communities, and Internet research.
- 475 Advertising and Society**
Fall, Spring, Summer. 4(4-0) P:M: (ADV 375) RB: (ADV 320 or ADV 330 or ADV 340 or ADV 350) R: Open only to Advertising majors. SA: ADV 465
Impact of advertising on society, culture and economy. Representation of minorities, women, and to the elderly in advertising; free speech, advertising law, and regulatory organizations; ethical decision making strategies; and advertising's economic role in information, competition, price, and product choice.
- 486 Advertising Campaigns**
Fall, Spring, Summer. 4(3-2) P:M: (ADV 320 or ADV 330 or ADV 340 or ADV 350) and (ADV 375 and ADV 475 or concurrently) and completion of Tier I writing requirement.
Development of advertising campaigns for clients. Researching information, analyzing situations, developing strategic components, and executing creative, media and marketing communication elements. Written recommendations and presentations.
- 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.
- 492 Special Topics in Advertising**
Fall, Spring, Summer. 1 to 8 credits. A student may earn a maximum of 9 credits in all enrollments for this course. P:M: (ADV 275) R: Open only to Advertising majors.
Varied topics pertaining to the study of advertising and public relations processes.
- 493 Advertising and 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. P:M: (ADV 275) R: Approval of department; application required.
Supervised experience in a professional environment.

AEROSPACE STUDIES AS

Department of Aerospace Studies Office of the Provost

- 111 Foundation of the United States Air Force 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 Foundation of the United States Air Force 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 The Evolution of USAF Air and Space 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 The Evolution of USAF Air and Space 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 Air Force Leadership Studies I
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 Air Force Leadership Studies II
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 National Security Affairs
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 National Security Affairs and Preparation For Active Duty
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.

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) 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.