

**Descriptions — Advertising  
of  
Courses**

**465. Advertising and Social  
Responsibility**

Fall. 3(3-0) At least 10 credits in advertising courses or approval of department. Assessing the impact of advertising on society, the culture and the economy. Study of ethical systems as basis for evaluating advertising. Self-regulation, laws and government regulation of advertising.

**475. Advertising Research**

Fall, Winter, Spring. 4(3-2) 205.  
Nature, scope, and applications of research in advertising; theory, concept, and fact in the research process; dimensions of advertising research: data collection, field investigation, measurements of advertising and media audiences; evaluation of advertising messages.

**499. Individual Projects**

Fall, Winter, Spring, Summer. Variable credit. Approval of department.

**823. Consumer Behavior**

Winter. 4(4-0) COM 820 or approval of department.  
Examination of the emerging knowledge concerning consumer behavior. Emphasizes inquiry into the theory and process whereby consumer behavior is influenced by means of interpersonal and mass communication.

**826. Advertising Management**

(805.) Fall, Winter. 4(4-0)  
Planning and formulating promotional strategy; establishing policies and making decisions to solve promotional problems of advertisers and agencies. Emphasis on case analysis.

**846. Management of Media Programs**

(810.) Spring. 4(3-1)  
Planning, execution and control of media programs. Theory and techniques of media allocation, including use of marginal analysis, mathematical programming, simulation and game theory in formulation of media strategy.

**850. Problems in Public Relations**

(832.) Spring. 4(4-0) 327 or approval of department.  
Public relations practice in the U.S. and abroad. Study of recent cases in public relations of corporations, associations, education, government and welfare organizations.

**858. Management of Advertising  
Information**

Spring. 3(2-2) 826.  
Management of information for advertising planning, decision-making and control. Design of advertising information systems, decision to buy information, collection and analysis of information, data bank management.

**865. Advertising and Society**

(815.) Spring. 4(4-0)  
Investigation of theory and scientific evidence relevant to the process and effect of advertising on individuals and on the socio-economic system. Critical examination of the social responsibilities of advertising.

**870. International Advertising**

(470.) Spring. 4(4-0) 826 or approval of department.  
International advertising and promotion; formulation and implementation of international promotional strategies and policies; cases and problems from the viewpoint of advertisers and advertising agencies.

**890. Special Problems**

Fall, Winter, Spring, Summer. Variable credit. Approval of department.

**899. Research**

Fall, Winter, Spring. Variable credit. Approval of department.

**990. Independent Study**

Fall, Winter, Spring, Summer. 3 to 12 credits. May re-enroll for a maximum of 12 credits. Approval of department.  
Independent study of advanced theory, research and history of advertising thought.

**AEROSPACE STUDIES A S**

**All University**

**041. Corps Training**

Winter. 0(0-1) Approval of department.  
Basic concepts of leadership and the role of discipline; leadership development through practical experience. Concurrent enrollment in an approved non-Aerospace Studies course is required.

**110. Organization of the U.S. Air  
Force**

Fall. 1(1-1)  
The doctrine and mission of the U. S. Air Force; includes its history, organization, and how it is structured for mission accomplishment. Comparison of armed services mission relationships.

**111. U. S. Strategic Offensive and  
Defensive Forces**

Winter. 1(1-1) 110.  
Comparison of the missions and functions of specific Air Force commands, including employment of contemporary aerospace equipment and systems, as well as naval strategic offensive forces and army ABM systems.

**112. U. S. General Purpose Forces**

Spring. 1(1-1) 111.  
Tactical air forces. The mission, organization and function of the Air Force support commands and separate operating agencies as well as forces of other military branches.

**210. Aerospace Developments,  
Kitty Hawk Through World War  
II**

Fall. 1(1-1) 112.  
Development of manned flight through World War II. Trace development of concepts of employment of aerospace forces. Investigate factors which prompted research and technological change.

**212. Aerospace Developments, Post-  
World War II to Present**

Spring. 1(1-1) PLS 160 or M C 220.  
Aeronautical developments since World War II. Trace development of concepts of employment of aerospace forces. Investigate factors which have prompted research and technological change.

**310. National Security Forces Policy  
Formulation**

Fall. 3(3-1) 212.  
Broad range of American civil-military relations and the environmental context in which defense policy is formulated. Impact of technological and international developments upon strategic preparedness.

**312. The Military and American  
Society**

Spring. 3(3-1) HST 307, PLS 365 or M C 323.  
Role of the professional officer in a democratic society; socialization processes within the Armed Services; political, economic and social constraints upon the national defense structure.

**410. Concepts of Air Force  
Leadership**

Fall. 3(3-1) 312.  
Military professionalism. Its meaning, foundations and responsibilities. Leadership theory, functions and practices.

**411. Military Justice and  
Introduction to U.S. Air Force  
Administration**

Winter. 3(3-1) 410.  
Military justice and its application within the U.S. Air Force. Air Force administration.

**412. Concepts of Air Force  
Administration**

Spring. 3(3-1) 411.  
Continuation of 411, examining the various aspects of aerospace administration. Last week: Final preparation for assumption of duties of an Air Force officer.

**499. Independent Study**

Fall, Winter, Spring. 1 to 3 credits. May re-enroll for a maximum of 6 credits. Juniors and approval of instructor.  
Investigation of an aspect of aerospace activities of specific interest to the student and a faculty member.

**AFRICAN LANGUAGES**

See Linguistics and Oriental and African Languages

**AGRICULTURAL  
ECONOMICS AEC**

**College of Agriculture and  
Natural Resources**

**803. Development and Relevance of  
Agricultural Economics**

Fall. 3(3-0)  
Emergence of agricultural economics. Problems leading to change. Values and beliefs related to public issues. Interaction between professionals and decision makers. Agricultural economics in Europe and in developing nations.

**805. Agricultural Production  
Economics I**

Fall. 4(4-0) FSM or PAM 340; not open to students with credit in FSM or PAM 401.  
Economic principles of production. Industry supply and factor demand analysis. Management concepts and choice criteria. Interrelationship of production and consumption decisions. Welfare economics. Agricultural economics applications.