approach used to demonstrate tool applications in product, price, promotion, and distribution strategies.
7476 Marketing Theory and Thought (3) Evolution of marketing concepts, terminology, principles, and theory; development of a frame of reference for understanding the meaning and implications of theory, prediction of future theoretical development.
7477 Seminar in Advanced Marketing Problems (3) May be taken for credit and/or pass/fail grading.
7486 Applications of Marketing Theory (3) Prereq.: MKT 7476 and 7713. Marketing theory development and testing; theory operationalization.
7488 Marketing Models (3) Prereq.: BADM 7140 or consent of instructor. Synthesis of theory, content area, and methodology in marketing through the study of modeling; modeling phenomena, functional forms, and analytical techniques of path analysis, simultaneous equation systems, and structural equations.
7713 Marketing Construct Analysis (3) Prereq.: MKT 4451 or BADM 7140 or permission of instructor and IDS 6024 or equivalent. To doctoral students. Treatment of the theory, conceptualization, and measurement of constructs used in marketing research with emphasis on the development and refinement of marketing construct measures.
7716 Advanced Marketing Research Techniques (3) Prereq.: BADM 7140. Advanced design and techniques of marketing research; theory and assumptions of analytical methods; marketing applications; use of computer programs; marketing strategy; interpretations of empirical results.
7717 Advanced Seminar in Consumer Behavior (3) Prereq.: MKT 4451 or BADM 7140. Open only to doctoral students. Theoretical and methodological issues for selected topics in this area.
7720 Seminar in Marketing Theory and Experimental Methods (3) Prereq.: MKT 7476 and 7713. Examination of the historical development of media, including the roles of marketing practitioners, and the role of entrepreneurship in marketing efforts of all firms. Attention will be devoted to understanding the ethical issues that arise when marketing practitioners and organizational entrepreneurs face ethical dilemmas.
7732 Advanced Topics in Business Forecasting (3) Prereq.: MKT 7476 and 7713. An intensive course in laboratory practice for students who are interested in careers as business forecasters. Includes a segment on practical problems of forecasting and forecasting techniques. May be taken for credit and/or pass/fail grading.
7740 Seminar in Marketing Strategy (3) Prereq.: MKT 7476 and 7713. The role of marketing strategy in the formulation and execution of marketing programs.
MKT 5457 Marketing Internship (3) Prereq.: May be taken for credit and/or pass/fail grading. Open only to doctoral students. To examine the practical applications of marketing strategy and the dynamics of competition in the marketing environment. May be repeated for credit.
7755 Seminar in Marketing Theory and Research Methods (3) Prereq.: MKT 7476 and 7713. Synthesis of theory, content area, and methodology in marketing through the study of modeling; modeling phenomena, functional forms, and analytical techniques of path analysis, simultaneous equation systems, and structural equations.
7768 Seminar in Marketing Strategy and Research Methods (3) Prereq.: MKT 7476 and 7713. Synthesis of theory, content area, and methodology in marketing through the study of modeling; modeling phenomena, functional forms, and analytical techniques of path analysis, simultaneous equation systems, and structural equations.
7780 Seminar in Marketing Theory and Research Methods (3) Prereq.: MKT 7476 and 7713. Synthesis of theory, content area, and methodology in marketing through the study of modeling; modeling phenomena, functional forms, and analytical techniques of path analysis, simultaneous equation systems, and structural equations.
7790 Seminar in Marketing Theory and Research Methods (3) Prereq.: MKT 7476 and 7713. Synthesis of theory, content area, and methodology in marketing through the study of modeling; modeling phenomena, functional forms, and analytical techniques of path analysis, simultaneous equation systems, and structural equations.
4112 HONORS: Mass Media Practices (3) Same as MC 4111, with special honors emphasis for qualified students. Consult School before registering.

4151 Field Experience (Prereq.: Permission of instructor. 1 hr. lecture, 4 hrs. lab. Individually arranged assignments and hours of work, and supervised production, and preparing and producing media content in real-time situations with professional supervision, for regional newspapers, magazines, television stations, or other professional agencies.)

4211 Mass Media Principles (3) Prereq.: consent of the Manuship School of Mass Communication; Open to LSUS undergraduates and other students desiring undergraduate level mass media instruction. Required of all students who enter the mass communication graduate program within the first year of professional experience in mass communication. May not be counted for undergraduate or graduate degree credit by Mass Communication majors. An honors course, MC 4212, is also available. An intensive course that provides an overview of the role of the mass media within society.

4212 HONORS: Mass Media Principles (3) Same as MC 4211, with special honors emphasis for qualified students. Consult School before registering.

4705 Electronic Media Programming (3) Strategies in developing program schedules for electronic media; techniques of program development for target audiences.

4710 Electronic Media Management (3) Managing broadcast and non-broadcast media; personnel management, sales, programming, and promotion.

4720 Television Creative Projects (3) Prereq.: Majors only. Grade of “C” or better in MC 3330, 3331, 3332, 3333, and one week of television experience following MC 3330, 3331, 3101, 3205, 3506, and permission of the department. 1 hr. lecture; 3 hrs. lab. Master’s students with projects, skills are encouraged to take this course. Techniques of television production for non-journalism majors; includes field production, nonlinear video editing, and television production.

4971 Special Topics in Mass Communication (3) Prereq.: consent of instructor. Also offered as CMST 4971. May be taken for a max. of 6 hrs. of credit when topics vary. Analysis and discussion of a selected topic that goes beyond present advanced coursework offerings.

4999 Independent Study (3) Prereq.: grad of at least 3.00 and consent of school. Approval of written proposal required before enrolling. Pass-fail grading. Readings, projects, conferences, and other directed study.

7000 Prosem inar in Mass Communication and Public Affairs (1) Open to graduate students of mass communication only. Pass-fail grading. Introduction to graduate study in mass communication; topics include faculty research areas, survey of the field, and professional and academic career preparation.

7001 Research Methods in Mass Communication (3) Quantitative and qualitative methods for investigating critical issues in mass communication; may include surveys, content analysis, experiments, focus groups, interviews, and other methods.

7002 Mass Communication Philosophy and Principles (3) Examination of the most influential principles, philosophies, and ideas underlying the development of the mass media in the Western world.

7003 Case Studies in Mass Communication (3) Evaluation using the case study method of problems and challenges facing mass communication organizations, with particular emphasis on management issues.

7005 Public Opinion and Public Affairs (3) Formation and development of public opinion; interaction of media organizations and public communication practitioners in building public support for ideas and policies.

7010 Seminar in Communication Literature (1) Basic issues and problems in mass communication as highlighted in relevant journals and books; journal articles and books of a catalytic nature.

7012 Survey Research Methods in Mass Communications (3) Design, development, execution, and analysis of public opinion surveys as related to mass communication problems; practical training in sampling, questionnaire design and construction, modes in interviewing, interviewer training and interviewer effects, and data preparation and analysis.

7014 Qualitative Research Methods in Mass Communication (3) Application of qualitative methods to mass communication; exploration of qualitative research design; exploration of the philosophy of science, theory construction and the core issues involved in collecting and analyzing data.

7015 Mass Communication and Society (3) Roles of the mass media; responsibilities and rights of the communicator; interaction of mass media, society, and politics.

7016 International Mass Communication (3) How nations get their news; organization and operation of press associations; print media, radio, and television; impact of news and other media content.

7017 Media Industries and Behavior (3) How industry structures in various media influence decision making; effects of technology on media behavior, economic performance in media and its effect on content.

7018 Legal Problems of the Mass Media (3) Specific current legal issues facing the mass media; basic principles of legal research methods.

7019 Media Systems: Policy and Technology (3) The impact of changing technologies and public policies for entrepreneurship in media enterprises, especially new and emerging media systems.

7020 Electronic Media Systems (3) Integration of traditional electronic media with new systems; political, economic, and regulatory matters; cable television.

7021 Mass Communication Research (1) Survey and exploration of origins, basic concepts, debates, and applications of major theories of mass communication; nature and utility of theoretical understanding of mass media ideologies, industries, content, and reception.

7022 Doctoral Seminar in Mass Communication Theory (3) In-depth examination of key mass communication theories and their research origins.

7023 Critical Cultural Theory (3) History, evolution, and key contributions to critical/cultural theories in mass communication research.

7024 Seminar in First Amendment Law (3) Prereq.: MC 2015, an equivalent graduate-level mass media law course, or permission of the instructor, and one week of First Amendment jurisprudence as it relates to the press and speech; an examination of significant cases and legal issues involved in free expression.

7028 Seminar in Communication Policy (3) The influence of public affairs and policy issues on media performance; current topics in research and policy in media organizations, implemented through legislative and administrative decision making.

7095 Media History: Research and Writing (3) American mass media history from a public policy perspective; mass media research, writing, and the canon of media history scholarship.

7201 Advanced Research Methods in Mass Communication and Public Affairs (3) Prereq.: MC 7001 or equivalent. Open to graduate students of mass communication and other fields of social sciences. Advanced study of research methods, research designs and analysis applicable to mass communication and public affairs.

7291 Independent Research: Mass Communication (1-3) F, S. Prereq.: consent of instructor and the associate dean for graduate studies. May be repeated for 6 sem. hrs. of credit. For advanced graduate students who wish to pursue research on special problems, exclusive of thesis or dissertation, for which there is no organized course.

7999 Special Topics in Mass Communication (3) Prereq.: consent of instructor. May be taken for a max. of 9 hrs. of credit when topics vary. Intensive advanced study, with reading and discussion, of topics in mass communication.

8000 Thesis Research (3) Prereq.: Consent of the advisor. 12 per sem.) Consult School before registering. May also be taken as one of the 12 hrs. of required courses in the political communication area of concentration. Techniques in the production of advertising messages; laboratory execution of layouts and storyboards for electronic and print media.

8012 Doctoral Comprehensive Examinations in Public Relations Research (3) Prereq.: MC 2525, 3018. Research methods and procedures for advertising and public relations; emphasis on effectiveness of communication and media efficiency.

8031 Advertising Design (3) Prereq.: MC 2010, 2015, 2525, 3018. Majors only. 1 hr. lecture; 3 hrs. lab. Advertising design techniques for print and electronic media, using computerized desktop publishing programs; design and creation of layouts and storyboards with emphasis on creative approaches to advertising problems.

8032 Advertising Media Sales (3) 2 hrs. lecture; 2 hrs. lab. Analysis of various media types and vehicles to deliver advertising messages, with emphasis on audience measurement techniques, concepts, and services.

8033 Direct Response Advertising and Promotion (3) Types and roles of direct response advertising strategies and tactics that advertising agencies and other organizations use to build and maintain relationships with customers and others.

8034 Advertising Media Analysis and Planning (3) Prereq.: MC 2525 or MKT 3401. Majors only. Major fundamentals of the advertising and media planning process. Quantitative study of techniques and procedures used in determining advertising media selection, budget allocation, and media exposure.

8040 Advertising Problems (3) Prereq.: MC 3031 and 4034. Majors only. Seminar in advertising problems and planning.

8045 Advertising Campaigns (3) Prereq.: MC 2525, 3031, 4040. Majors only. 2 hrs. lecture; 2 hrs. lab. Team development of advertising campaign plans; emphasis on media planning and evaluation of effectiveness and cost-efficiency.

7025 Advertising Theory and Processes (3) Role of advertising in communication, marketing, and society; analysis of various advertising processes.

7026 Issues in Advertising (3) Exploration of socioeconomic, legal, ethical and cultural issues related to advertising as an institution.

JOURNALISM

3001 Business Journalism (3) Writing for and editing house magazines, trade journals, and miscellaneous industrial publications; business news reporting for the daily newspaper.

3002 Feature Writing (3) Prereq.: MC 2010 and 3101 or permission of department; 1 hr. lecture; 5 hrs. lab. Developing and writing feature stories, vignettes, and other human-interest material.

3003 HONORS: Feature Writing (3) Same as MC 3002 with special honors emphasis for qualified students.

3065 Photojournalism (3) Prereq.: “C” or better in MC 2000, 3000, 3001, 3002. Majors only. 2 hrs. lecture; 3 hrs. lab. Photographic principles for communication media.

3110 Print Newspapering and Editing (3) Prereq.: MC 2010. Majors only. 2 hrs. lecture; 2 hrs. lab. Development of skills to report, write, and produce a weekly television newscast and public affairs show.

3103 Advanced Print Newspapering (3) Prereq.: MC 3101. Majors only. 2 hrs. lecture; 2 hrs. lab. Specific application of newspapering techniques; covering courts, law enforcement agencies, government, election polls and other statistical methods; relational databases.

3104 Advanced Broadcast Newspapering (3) Prereq.: MC 3102. Majors only. 1 hr. lecture; 3 hrs. lab. Development of advanced broadcast reporting and presentation skills, newspapering focus on depth, context, and presentation of information.

3151 Advanced Reporting (3) F&S Prereq.: “C” or better in MC 2010, 3101, and 3103. 1 hr. lecture; 3 hrs. lab. Individually arranged hours conducted at The Advocate. Reporting News for The Advocate.

4100 Magazine Editing and Production (3) Prereq.: MC 2015, 3101, 3103, 2525, 3031. Majors only. 2 hrs. lecture. Magazine project required. Techniques of magazine editing and production: analysis of magazine industry and specialized magazines and their advertising and circulation methods; creation of editorial and creative formulas, and issue planning, article selection, layout, illustration, typography, printing, and circulation.

4101 Electronic Journalism (3) Prereq.: MC 2015, 3101, 3103. Majors only. 2 hrs. lecture. 3 hrs. lab. Development of advanced electronic journalism techniques and instructional methods for scholastic
journals, teaching methods, and evaluation tools. 

4041 Practical Writing and Production (3) Prereq.: MC 2010 and 3011, or MC 3012 or 2700. Majors only. 2 hrs. lecture; 2 hrs. lab. Developing, writing, and producing sports stories for both print and broadcast. 

4081 Opinion Journalism (3) Prereq.: MC 2010 and 3011. Analysis of various forms of journalistic writing that involve subjective, interpretive reporting, news analysis, essays, editorials and columns, critical reviews, and interviews. 

4250 Student Affairs Reporting (3) Prereq.: MC 3011 and 3012 or permission of instructor. Majors only. 2 hrs. lecture; 2 hrs. lab. Using public records to document fraud, abuse, or intolerable conditions on campus. 

4260 Long-Format Video Production (3) Prereq.: MC 3012. Majors only, 2 hrs. lecture; 2 hrs. lab. Strategies in producing video programs to inform mass electronic media audiences. 

4270 News Production for the Internet (3) Prereq.: Majors only. Open to undergraduate and graduate students approved by the Man_ship School. 1 hr. lecture; 3 hrs. lab. Advanced reporting for an electronic publication, using converging media technology to create content for a news web site. 

4500 Advanced Journalism (3) Prereq.: MC 3011, 3012, and either 3013 or 3014 or permission of instructor. Majors only. 1 hr. lecture; 3 hrs. lab. Techniques of newspaper editing, production, and preparation of advanced writing; techniques; production of laboratory newspaper; techniques of producing all aspects of a television news program, including video editing; advanced video production, editing, producing a news cast and on-set news performance. 

7011 News Workers and Their Organizations (3) The impact and influence of organizations on the news; history, and the processing of news; examination of the influence of public affairs research on communicators and their organizations. 

POLITICAL COMMUNICATION 

3504 Introduction to Political Communication (3) Prereq.: Majors and minors only. Introduction to theory and practice of political communication; role of media in political campaigns, public opinion, public relations, and political change; implications for media, politicians, and the public. 

3505 Media and Policy Processes (3) Prereq.: MC 3004. Majors and minors only. Introduction to the role of media in American politics through their interactions with political actors and involvement in the policymaking process; use of strategic political communication in government, and the media's role in spotlighting policy problems and suggesting policy solutions. 

3506 Media, Politics, and the Public (3) Prereq.: Majors and minors only. Examination of political campaigns involving American media; the media client message, and the role of media in political campaigns. 

4520 Advanced Seminar in Political Communication (3) Prereq.: MC 3004. Majors and minors only. Lecture. Discussions and research on topics relevant to all aspects of political communication. Includes discussion of theoretical foundations, empirical effects, and normative and ethical implications of political communication processes in democratic governance. 

4990 Propaganda and Mass Communication (3) Theory, development, and impact of propaganda as a controversial mass communication strategy for influencing public opinion. 

7004 The News Media and Governance (3) News media influence on political processes, outcomes, and processes in American politics, public policy towards the news, strategic political communication, and influences of public officials and other political action on the framing and structure of content. 

7036 Seminar in Media and Public Affairs Theory (3) Advanced study in the application of mass communication theory to public affairs and public policy cases, problems, and issues. 

PUBLIC RELATIONS 

3000 Principles of Public Relations (3) Mass communication techniques applied to theories and principles of the public relations function. 

3010 College Relations Writing (3) Prereq.: MC 2010 and MC 2015. Majors and minors only. History, theory, and current communication strategies in public relations. 

4001 Public Relations Writing (3) V Prereq.: MC 2525, 3010. Majors only, 2 hrs. lecture; 2 hrs. lab. Developing and writing news releases, speeches, audio-visual scripts, feature stories, and other public relations communications. 

4004 Case Studies in Public Relations (3) Y Prereq.: MC 3010. Majors only. Theoretical concepts of public relations practice applied to solution of strategic business, institutional, and philanthropic problems. 

4005 Public Relations Campaigns (3) V Prereq.: MC 3018, 4001, and 4004. Majors only, 2 hrs. lecture; 2 hrs. lab. Developing plans for public relations campaigns; hands-on experience in designing and producing print and audio-visual materials for campaigns; emphasis on use of planning and evaluation techniques. 

7006 Public Relations Strategies and Tactics (3) Formal and informal models, tasks, and techniques used to formulate and complete management activities of public relations and to function ethically in social systems. 

7007 Public Relations Administration (3) Principles of public relations management and administration of project research techniques; strategies of campaign setting; planning, organization, staffing, leading, and controlling. 

7008 Public Relations Programming and Production (3) Prereq.: MC 4111 or equivalent writing proficiency, 2 hrs. lecture; 2 hrs. lab. Writing public relations messages for print and broadcast; program proposals; practice in writing, graphic design; and layout of messages. 

7013 Public Affairs Advertising Campaigns (3) The applied theory and research of public relations advertising strategies and campaign tactics; emphasis on strategy development in the context of political or issues-oriented campaigns. 

7209 Public Communication Practices (3) The role mediated communication plays in defining/influencing/altering relationships among various stakeholders in public affairs communication; strategies of public mass communication strategies used to formulate and execute public affairs programs. 

7210 Public Communication Administration (3) Principles of public affairs, issues management, and political communication; application of research techniques in communication campaigns; strategies of campaign setting; planning, organizing, staffing, leading, and controlling communication campaigns in corporate and governmental relations. 

MATH 1029 Introduction to Contemporary Mathematics (3) Prereq.: MC 3018, 4001, and 4004. Majors only. 2 hrs. lecture; 2 hrs. lab. Developing plans for public relations campaigns; hands-on experience in designing and producing print and audio-visual materials for campaigns; emphasis on use of planning and evaluation techniques. 

1002 Preparation for College Mathematics II (3) Prereq.: MATH 0901 or placement by department. 3 hrs. lecture. For students not prepared to take MATH 1009, 1015, or 1021. Not for credit if added to the degree program of any student taking this course. No student who has already received credit for a mathematics course numbered 1500 or above may register in a mathematics course numbered below 1550, unless given special permission by the Department of Mathematics. 

1009 Mathematics for Prospective Elementary School Teachers I (3) V Prereq.: MATH 0902 or placement by department. 3 hrs. lecture. No student who has already received credit for a mathematics course numbered 1500 or above may register in a mathematics course numbered below 1550, unless given special permission by the Department of Mathematics. 

1021H HONORS: Analytic Geometry and Calculus I (3) Prereq.: MC 3018, 4001, and 4004. Majors only. 2 hrs. lecture; 2 hrs. lab. Advanced study in the application of mass communication theory to public affairs and public policy cases, problems, and issues.