



Department of Advertising Records UA.16.4

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Finding aid written in English.

Describing Archives: A Content Standard

University Archives and Historical Collections

Conrad Hall

943 Conrad Road, Room 101

East Lansing , MI 48824

Business Number: 517-355-2330

archives@msu.edu

URL: <http://archives.msu.edu/>

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Summary Information

Repository:	University Archives and Historical Collections
Creator:	Michigan State University. Department of Advertising
Title:	Department of Advertising records
ID:	UA.16.4
Date [inclusive]:	1959-1969
Physical Description:	0.5 Cubic Feet , 10 folders
Language of the Material:	English .

Preferred Citation

Researchers wishing to cite this collection should include the following information:
"Item title, Collection title, Collection Identifier, Michigan State University Archives & Historical Collections, East Lansing, Michigan."

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Historical Note

The Department of Advertising was organized in 1958. Prior to that time, advertising courses were taught by the Department of Journalism.

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Scope and Contents

The collection contains unpublished annual reports for the academic years 1958-1959 through 1968-1969. They contain information on accomplishments and goals of the department, faculty research, enrollment changes, and meetings and conferences attended by faculty.

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Administrative Information

Publication Statement

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Conditions Governing Access

Collection is open for research.

Conditions Governing Use

Permission to publish material from this collection must be obtained from University Archives & Historical Collections, Michigan State University.

Conditions Governing Access

Legal Status: Donor(s) have transferred any applicable copyright to Michigan State University but the collection may contain third-party materials for which copyright was not transferred. Copyright restrictions may apply. Property Rights: Michigan State University.

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Controlled Access Headings

- Advertising -- Study and teaching
- Annual reports
- Michigan State University. Department of Advertising

Collection Inventory

Annual Reports

Title/Description	Instances
Unpublished	box Annual Reports
1958-1959	
1959-1960	
1960-1961	
1961-1962	
1962-1963	
1964-1965	
1965-1966	
1966-1967	
1967-1968	
1968-1969	

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