

- 849 Global Business Processes and Accounting Information**  
 Summer. 3(3-0) RB: undergraduate degree in accounting R: Open only to Master of Science students in Accounting and Business Processes.  
 Impact of economic, cultural, legal, and political factors on accounting for global business processes. Flow of information in multiple currencies, interpretation of reported performance, analysis of accounting information in international settings, and use of accounting information to manage multinational organizations.
- 890 Independent Study**  
 Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course. R: Open only to MS in Professional Accounting students or approval of department.  
 Faculty-supervised study in special topics in accounting.
- 911 Accounting Information Systems**  
 Spring. 3(3-0) R: Open only to Ph.D. students in the College of Business.  
 Theories of conceptual modeling, ontological engineering, and information diffusion. Research methods for the evolution of accounting systems, end-user computing, productivity and knowledge management, and schema acquisition and evaluation.
- 912 Financial Accounting**  
 Spring. 3(3-0) R: Open only to Ph.D. students in the College of Business.  
 Theories of asset valuation, income measurement, and contracting. Research methods for the information content of accounting data, accounting method choice, earning management, and external monitoring which includes audit and regulation effects.
- 913 Managerial Accounting**  
 Spring. 3(3-0) R: Open only to Ph.D. students in the College of Business.  
 Theories of cost measurement, relevant costs for decision making, demand for internal monitoring, and planning and control. Research methods for cost accounting, cost allocation, budgeting, performance measurement, and transfer pricing.
- 914 Research Topics in Accounting**  
 Fall. 1(1-0) A student may earn a maximum of 5 credits in all enrollments for this course. R: Open only to Ph.D. students in the College of Business.  
 Participation in the department workshop series, including presentations of research papers and critiques of presented papers.
- 915 Theories and Research Methods in Accounting**  
 Fall. 3(3-0) A student may earn a maximum of 6 credits in all enrollments for this course. R: Open only to Ph.D. students in the College of Business.  
 Analysis of accounting research that uses economic, psychological, and organizational theories and research methods.
- 999 Doctoral Dissertation Research**  
 Fall, Spring, Summer. 1 to 24 credits. A student may earn a maximum of 99 credits in all enrollments for this course. R: Open only to Ph.D. students in Accounting.  
 Doctoral dissertation research.

## ADVERTISING ADV

### Department of Advertising College of Communication Arts and Sciences

- 123 Media Relations for Professionals**  
 Fall, Summer. 4(4-0)  
 Working with print and broadcast news media personnel. Topics include ethics and news media relations, evaluation of media relations, and handling of media errors.
- 205 Principles of Advertising**  
 Fall, Spring, Summer. 4(4-0)  
 Principles and practices of advertising in relation to economies, societies, and mass communication.
- 227 Principles of Public Relations**  
 Fall, Spring, Summer. 4(4-0) P:NM: Completion of Tier I writing requirement. R: Not open to freshmen.  
 Public relations practice in business, education, and government. Emphasis on principles and writing for public relations.
- 317 Creative Strategy and Execution**  
 Fall, Spring, Summer. 4(3-2) P:M: (ADV 205) and (JRN 200 or JRN 205) and (MSC 300 or concurrently or MSC 327 or concurrently) and completion of Tier I writing requirement. R: Open only to juniors or seniors in the Department of Advertising.  
 Creativity in advertising. Operation of agency creative departments and their relationship with other departments.
- 321 Advertising Graphics and Production**  
 Fall, Spring. 4(3-2) P:NM: (ADV 317) R: Open only to juniors or seniors in the Department of Advertising.  
 Production of materials for magazine, direct mail, and newspapers using computer assisted production techniques.
- 346 Advertising Media Planning and Strategy**  
 Fall, Spring, Summer. 4(3-2) P:M: (ADV 205) and (CSE 101 or CSE 131) P:NM: Completion of Tier I writing requirement and Completion of University mathematics requirement. R: Open only to juniors or seniors in the Department of Advertising.  
 Planning, execution and control of advertising media programs. Fundamental characteristics of the media. Buying and selling process. Techniques and methods used in advertising media planning process.
- 417 Advanced Creative Strategy and Execution for Broadcast Media**  
 Fall, Spring. 4(3-2) P:NM: (ADV 317) R: Open only to juniors or seniors in the Department of Advertising.  
 Advanced writing and production of advertising messages for radio and TV with emphasis on creative techniques, writing style, and production quality. Role of radio and TV advertising in advertising campaigns.
- 465 Advertising and Social Responsibility**  
 Fall, Spring, Summer. 4(4-0) P:NM: (ADV 317 and ADV 346) and completion of Tier I writing requirement. R: Open only to juniors or seniors in the Department of Advertising.  
 Impact of advertising on society, the culture and the economy. Ethical systems as bases for evaluating advertising. Self-regulation, laws and government regulation of advertising. Stereotyping in advertising.
- 470 International Advertising**  
 Spring. 4(4-0) P:NM: (ADV 346) R: Open only to juniors or seniors in the Department of Advertising.  
 Comparative analysis of cultures, economic systems, laws and legal systems, political conditions, societies and new technologies as a basis for decisions on international advertising.
- 473 Consumer Research and Advertising Planning**  
 Fall, Spring, Summer. 4(4-0) P:NM: (ADV 346) R: Open only to juniors or seniors in the Department of Advertising.  
 Acquisition, analysis, and interpretation of consumer research information. Application of such information to the practice of advertising.
- 485 National Competitions**  
 Fall, Spring. 1 to 4 credits. A student may earn a maximum of 6 credits in all enrollments for this course. RB: (ADV 205)  
 National Competitions is designed for practical experience in Advertising or Public Relations as part of a team competing in national competitions.
- 486 Advertising Management**  
 Fall, Spring, Summer. 4(3-2) P:NM: (ADV 473) and completion of Tier I writing requirement. R: Open only to seniors or graduate students in the Department of Advertising.  
 Decision theory and techniques to plan, prepare, direct, control and evaluate advertising and public relations campaigns. Application of advertising theory and techniques.
- 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.
- 493 Advertising/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. R: Open only to juniors or seniors in the Department of Advertising. Approval of department; application required.  
 Supervised experience in a professional environment.
- 823 Consumer Behavior**  
 Fall, Spring. 4(4-0)  
 Concepts and theories from behavioral sciences. Their use for developing advertising and public relations programs. Interpersonal and mass communication influences on consumer behavior.

## Advertising—ADV

**826 Advertising and Promotion Management**  
Fall, Spring. 4(4-0) P:NM: (MSC 805 or concurrently)

Planning promotional strategy. Establishing policies for decision-making. Execution and evaluation of advertising and sales promotion programs. Emphasis on case analysis.

**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:NM: (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) P:NM: (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) P:NM: 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)

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. P:NM: 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.

## 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.

**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) P:NM: (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) P:NM: (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) P:NM: (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.