

848 Strategic Management Accounting for Business Processes
 Summer. 2(2-0) Summer: Exec Dev Center. RB: undergraduate degree in accounting R: Open only to Master of Science students in Accounting and Business Processes.

Accounting information for strategic management of business processes. Planning, evaluating, and motivating performance. Budgeting, product costing and pricing, financial and non-financial performance measurement, incentive systems, and activity-based management.

849 Global Business Processes and Accounting Information
 Summer. 3(3-0) Summer: Exec Dev Center. 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.

852 Corporate Governance and Accounting Control

Fall. 3(3-0) P:M: (ACC 411 or concurrently or MBA 812) R: Open only to master's student's in Accounting and MBA students or approval of department.

Concepts of corporate governance functions, including management and controllership, function, boards of directors, audit committees, internal auditors, external auditors, The Security Exchange Commission (SEC), and control of enterprise-wide risk management. Historical development and evaluation of current practices.

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.

912 Financial Accounting
 Fall. 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, earnings management, and external monitoring including audit and regulation effects.

913 Managerial Accounting
 Fall. 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
 Summer. 1 to 3 credits. A student may earn a maximum of 4 credits in all enrollments for this course. R: Open only to Ph.D. students in the College of Business.

Directed readings and written critiques of readings. Student research papers. Participation in the department workshop series, including presentations of research papers and critiques of presented papers.

915 Theories and Research Methods in Accounting
 Spring. 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.

916 Accounting Research Project
 Spring. 3(3-0) R: Open only to Ph.D. students in The Eli Broad College of Business.

Completion of research project and paper under the direction of faculty.

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

160 Media Relations for Professionals
 Fall. 4(4-0) SA: ADV 123

Introduction to media relations for professionals in any field. Types of media, interactions with media, and planning of media relations programs.

205 Principles of Advertising
 Fall, Spring, Summer. 4(4-0)
 Principles and practices of advertising in relation to economies, societies, and mass communication.

260 Principles of Public Relations
 Fall, Spring, Summer. 4(4-0) SA: ADV 227
 Role and function of public relations in society. History of the field. Roles of practitioners and understanding of specializations within the field of public relations.

275 Integrated Strategy
 Fall, Spring, Summer. 4(3-1) P: (ADV 205 and EC 201 and PSY 101) RB: Recommended for students pursuing Advertising as a major.

Practice in strategic reasoning from institutional and individual perspectives to aid the planning of communication campaigns for industry or nonprofit organizations. Relationship between objectives, strategies and tactics in the field of advertising and public relations.

320 Creative Processes in Advertising
 Fall, Spring. 3(3-0) RB: (ADV 275) R: Open only to juniors or seniors in the Advertising major. SA: ADV 317

Creativity and advertising. Psychology of the creative process. Relationship of creativity to the development of ideas and messages in the major advertising media.

322 Copy Writing and Art Direction
 Fall, Spring. 3(2-2) P: (ADV 320) R: Approval of department.

Exploratory process used by writers and artists to solve client's advertising problems.

324 Advertising Layout and Design
 Fall, Spring. 3(2-2) P: (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: (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: (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: (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: (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: (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.

Advertising—ADV

- 342 Account Planning**
Spring. 3(3-0) P: (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: (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: (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: (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: (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: (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: (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: (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: (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: (ADV 275) R: 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.
- 826 Advertising and Promotion Management**
Fall, Spring. 4(4-0) RB: (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:M: (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) RB: (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) RB: 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) A student may earn a maximum of 6 credits in all enrollments for this course.
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, Information Studies and Media. 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, Information Studies and Media. 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. RB: 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 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 to 4 credits.
 Communication, management, and ethical skills for Air Force officers. Emphasizes standards and professionalism in the modern officer corps. Leadership laboratory required for AFROTC cadets.
- 322 Air Force Leadership Studies II**
 Spring. 3 to 4 credits. RB: (AS 321)
 Leadership theory, traditional Air Force management functions, and current practices. Emphasizes the application of leadership concepts by junior officers. Leadership laboratory required for AFROTC cadets.
- 421 National Security Affairs**
 Fall. 3 to 4 credits. 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 required for AFROTC cadets.
- 422 National Security Affairs and Preparation For Active Duty**
 Spring. 3 to 4 credits. RB: (AS 421)
 Role of the professional officer in a democratic society. Global security issues. Military justice and the laws of war. Leadership laboratory required for AFROTC cadets.
- 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: (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: (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.