ACCOUNTING AND FINANCIAL ADMINISTRATION

Courses

873. **Long Term Financial Policies**
(892.) Winter, Summer. 4(4-0) AFA
Planning capital structure and the cost of capital. Examines fundamental considerations of raising capital, debt management, dividend policy and problems in public issuers. Analysis of actual business cases is supplemented by selected readings.

874. **Investment Strategy**
(893.) Spring. 4(4-0) AF A 871.
Analysis of various theories and techniques available to achieve superior selection and management of securities. Review and evaluation of significant literature in security analysis and investment.

878. **Bank Management**
Spring. 4(4-0) AFA 889 for nonfinance majors; AFA 871 for finance majors.
Provides a comprehensive working knowledge of commercial bank management. Topics include capital adequacy, liquidity, public policy and bank failures, regulation, consumer protection, and other internal and external banking industry issues.

888. **Financial Concepts and Analysis**
Fall, Winter. 4(4-0) AFA 839. For MBA students without a background in finance.
Principles of managerial finance. Working capital management, capital budgeting and methods of finance aimed at maintaining liquidity and profitability are considered. Emphasis is on decision making.

889. **Financial Decision Making**
Fall, Winter, Spring. 4(4-0) AFA 888, AFA 840 or concurrently, MGT 851.
Financial planning and control at corporate officer level. Investment decisions, growth and expansion strategies, dividend policy, interaction of finance with other corporate functions, and of the firm with the financial community.

900. **Seminar in Accounting Theory**
Theory construction and verification. Alternative approaches to structuring accounting theories. Formulation of research projects in accounting.

901. **Seminar in Management Accounting**
Winter. 4(4-0)
Research on the use of accounting information by managers and on the impact of accounting information on managerial decision making.

902. **Seminar in Accounting Research**
Spring. 1 to 4 credits. May be reenrolled for a maximum of 6 credits if different topics are taken. Doctoral students.
Research and research methodology in special accounting topics such as information economics, information systems, auditing, taxation, and behavioral accounting.

991. **Seminar in Financial Management**
Fall, Winter. 5(5-0)
Seminar dealing with current unresolved problems in the field of financial management. Both micro and macro aspects of the field are investigated, including such areas as models for financial decision making, money and capital markets, and international finance.

999. **Doctoral Dissertation Research**
Fall, Winter, Spring. Summer. Variable credit. Approval of department.

ADVERTISING

College of Communication Arts and Sciences

205. **Introduction to Advertising**
Fall, Winter, Spring. 3(3-0)
Sophomores.
Comprehensive survey of basic principles and practices of advertising in their relation to our economy, our society, and our system of mass communication. Historical, social, and economic development of the field. Psychological and creative factors involved in advertising; research, media, and campaigns.

306. **Advertising Management I**
(460.) Fall, Winter, Spring. Summer. 4(4-0) ADV 205, MTA 301 or concurrently, or approval of department.
Decision theory and techniques used in planning, directing, and evaluating advertising. Emphasis on media-message strategies and media systems.

317. **Advertising Creative Strategy and Execution I**
Fall, Winter, Spring. Summer. 4(3-2) ADV 306.
Process of making strategic and tactical creative decisions. Numerous writing assignments related to developing creative strategy, visualization techniques, basic copy structures, lifestyle advertising, conveying advertiser and brand images.

321. **Advertising Graphics and Production**
(307.) Fall, Winter, Spring. 4(3-2) ADV
Production problems in preparing material for magazines, direct mail, and newspapers. Printing processes; color printing; advertising art; paper and its uses, booklet production.

327. **Principles of Public Relations**
Fall, Winter, Spring. Summer. 4(4-0)

475. **Advertising Research**
Fall, Winter, Spring. 4(3-2) ADV 306, ADV 323 or approval of department.
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.

486. **Advertising Management II**
(490.) Winter, Spring. Summer. 4(4-0) ADV 311, ADV 473.
Role of advertisers, agencies and media in applying advanced decision theories and techniques. Use of major projects to apply methods of planning, directing and controlling comprehensive advertising and public relations programs.
821. 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
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.

831. Media Research I
Fall. 4(4-0) Approval of department.
Survey and experimental research designs and techniques relevant to the planning and implementation of mass media research. Emphasis on methodology, but includes its history, organization, and how it is structured for mission accomplishment. Comparison of armed services mission responsibilities.

832. Media Research II
Winter. 4(4-0) TC 831.
Intermediate with and administered by the Department of Telecommunication. Data analysis techniques and presentation of mass media research data. Models for the study of mass media research problems.

846. Management of Media Programs
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
Fall. 4(4-0) Approval of department.
Purposes and principles of audience analysis to develop solutions to public relations problems.

858. Management of Advertising Information
Spring. 4(4-0) ADV 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
Spring. 4(4-0) Approval of department.
Theory and scientific evidence relevant to the process and effect of advertising on individuals and on the socio-economic system. Social responsibilities of advertising and advertising regulation.

AFRICAN LANGUAGES - Descriptions of Courses

499. Individual Projects
Fall, Winter, Spring, Summer. Variable credit. Approval of department.

890. Special Problems
Fall, Winter, Spring, Summer. Variable credit. Approval of department.

899. Master's Thesis Research
Fall, Winter, Spring. Variable credit. Approval of department.

965. Economics of the Mass Media
Spring. 4(4-0) Approval of department.
Economic theory and analysis relevant to mass media. Economic structure of the media and advertising. Conditions of competition among media and within related industries. Economic performance of media and advertising.

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

AEROSPACE STUDIES

All University

401. Leadership Laboratory
Fall, Winter. Spring. 0(0-0) Approval of department. Open only to students who are not enrolled in any other Aerospace Studies course. Basic concepts of leadership and the role of an Air Force officer; leadership development through practical experience.

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)
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)
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. The Development and Employment of Aerospace Forces
Fall. 1(1-1)
Development of flight from man's first efforts to the present. Employment of aerospace forces in war and peace.

211. The Development and Employment of Aerospace Forces
Winter. 1(1-1)
Continuation of A S 210.

AFRICAN LANGUAGES

See Linguistics and Oriental and African Languages.