814. Auditing Issues
Winter. 4(4-0) Program in Professional Accounting students or approval of department; ACC 410 or ACC 444.
Statistical sampling and computer audit applications; auditors' legal responsibilities; audit risk analysis and judgments; extensions of the audit function; auditing theory development and research.

815. Contemporary Accounting Theory
Winter. 4(4-0) Program in Professional Accounting students or approval of department; ACC 419. F 181/1.

816. Contemporary Accounting Issues
Spring. 4(4-0) Program in Professional Accounting students or approval of department; ACC 815.
Examination of current corporate financial reporting practices and problem areas.

817. Financial Decision Models
Winter. 4(4-0) ACC 839. F 1 888.
Interdepartmental credit with and administered by the Department of Finance and Insurance.

819. Advanced Financial Accounting
(ACC 445) Spring. 4(4-0) Program in Professional Accounting students or approval of department; ACC 430. cannot receive credit for ACC 430 and ACC 445.
Accounting for consolidated corporate units; partnership and governmental organizations; reporting requirements under the SEC and other regulatory agencies.

820. Accounting Concepts and Processes
Fall, Summer. 4(4-0) Graduate standing. For MBA students without a background in accounting.

840. Managerial Accounting
Fall, Winter, Spring, Summer. 4(4-0) ACC 839.

842. Advanced Managerial Accounting
(ACC 812) Fall. 4(4-0) Program in Professional Accounting students or approval of department; ACC 420 or ACC 442.

852. Design and Use of Small Accounting Systems
Fall. 4(4-0) Program in Professional Accounting students or approval of department; ACC 441.
Application package review including general ledgers and other accounting software; application development tools for microcomputer-based accounting systems; integration of user-programmed features with general purpose accounting software.

853. Advanced Accounting Information Systems
(ACC 811) Winter. 4(4-0) Program in Professional Accounting students or approval of department; ACC 852.
Advanced file organization methods in constructing accounting information systems. Accounting implications of data base processing, on-line systems, and systems analysis and design.

854. Concepts and Policies in Accounting Information Systems
Spring. 4(4-0) Program in Professional Accounting students or approval of department; ACC 852.
Enterprise-wide accounting information systems; analysis techniques; policy issues of AIS implementation; large project of AIS implementation; presentations by information systems practitioners.

890. Special Problems
Fall, Winter, Spring. Summer. 1 to 4 credits. May reenroll for a maximum of 3 credits. Approval of department.

900. Seminar in Accounting Theory
Fall. 4(4-0)
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 reenroll 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.

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

ADVERTISING ADV

College of Communication Arts and Sciences

205. Principles of Advertising
Fall, Winter, Spring, Summer. 4(4-0) Sophomores.
Comprehensive survey of basic principles and practices of advertising in their relation to our economy, 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.

317. Advertising Creative Strategy and Execution
Fall, Winter, Spring, Summer. 4(3-2) MTA 300 or concurrently, ADV 365, JRN 301.
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
Fall, Winter. Spring. 4(3-2) ADV 317.
Production problems in preparing material for magazines, direct mail, and newspapers. Printing processes; color printing; advertising art; paper and its uses; booklet production.

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

346. Advertising Media Planning and Strategy
Fall, Winter, Spring. 4(4-0)
ADV 317, ADV 329, MTA 301, JRN 110, CPS 115.
Planning, execution and control of advertising media programs. Fundamental characteristics of the media. Buying and selling procedures, and techniques and methods used in media planning process.

399. Advertising/Public Relations Internship
Fall, Winter, Spring. Summer. 1 to 12 credits. May reenroll for a maximum of 12 credits. Junior majors; approval of department.
Internship with advertiser or company in an advertising/public relations-related industry.

417. Advanced Advertising Creative Strategy and Execution
Fall, Winter. Spring. 4(3-2) May reenroll for a maximum of 8 credits. ADV 317.
Numerous writing assignments related to developing creative strategies, developing and coordinating messages for different media, presenting and explaining creative executions, structuring copy emphasizing narrative techniques, techniques of visualization.

421. Computer Assisted Advertising Production
Fall. 4(3-2) ADV 348
Computer assisted video, audio, print and graphics production techniques and their use in advertising and public relations creative and campaign presentations.

423. Retail Advertising and Promotion
Fall, Winter, Spring. 4(4-0) Majors: ADV 317; others: Juniors.
Planning and preparation of retail advertising and promotion with emphasis on smaller retailer; practice in retail copy and layout; selecting media; research; outside project related to the student's interest.
Descriptions — Advertising of Courses

441. Television and Radio Advertising
Fall, Winter, Spring. 4(4-0) ADV 205.
Principles and practices underlying successful radio-television advertising; emphasis on research, rate structure, programming, creativity, instruction in televising commercials.

445. Sales Promotion Management
Fall, Winter. 4(4-0) ADV 460 or concurrently.
Sales promotion techniques and the planning, implementation, evaluation and legal implications of appropriate strategies in consumer and trade markets. Emphasis on the coordination of sales promotion with the advertising program.

449. Business to Business Advertising
Spring. 4(4-0) ADV 460 or concurrently.
Managerial and creative functions of advertising as applied in the business and industrial fields.

460. Advertising Management
Fall, Winter, Spring. 4(4-0) ADV 346, MTA 301.
Decision theory and techniques used in planning, directing, and evaluating advertising. Emphasis on media-message strategies and media systems.

465. Advertising and Social Responsibility
Winter, Spring, Summer. 4(4-0) At least 10 credits in advertising courses or approval of department.
Assessing the impact of advertising on society, the culture, and the economy. Study of ethical systems as basis for evaluating advertising. Self-regulation, laws and government regulation of advertising.

470. International Advertising
Spring. 4(4-0) ADV 460, second year competency in a foreign language or approval of department.
Comparative analysis of cultures, economic conditions, laws, social conditions, and technological developments to make managerial and public policy decisions on international advertising and marketing communication activities.

475. Advertising Research
Fall, Winter, Spring. 4(3-2) ADV 323, ADV 346.
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 Campaigns
Winter, Spring. 4(4-0) ADV 460, ADV 475.
The 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.

499. Individual Projects
Fall, Winter, Spring. 4 credits. May be repeated for a maximum of 12 credits. Approval of department.

823. Consumer Behavior
Winter. 4(4-0) COM 820 or approval of department.
Examination of the emerging knowledge concerning consumer behavior. Emphasis in 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. Interdepartmental with and administered by the Department of Telecommunication.
Survey and experimental research designs and their relationship to mass media problems. Applied mass media research, audience research, consumer studies, mass media message research.

832. Media Research II
Winter. 4(4-0) TC 831. Interdepartmental 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(4-0)
Planning, execution and control of media programs; theory, technique 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.

870. International Advertising
Spring. 4(4-0) ADV 826 or approval of department.
International advertising and promotion; formulation and implementation of international promotional strategies and policies; cases and problems from the viewpoint of advertisers and advertising agencies.

890. Special Problems
Fall, Winter, Spring. 1 to 6 credits. May be repeated for a maximum of 12 credits. Approval of department.

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

931. Mass Media and the First Amendment
Fall. 4(4-0) Advanced graduate students. Interdepartmental with the School of Journalism and the Department of Telecommunication. Administered by the School of Journalism.
First amendment rights and the mass media. Analysis in depth of past and present public policy in areas of confrontation or guaranteed rights of freedom of expression.

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. 1 to 12 credits. May be repeated for a maximum of 12 credits. Approval of department. Independent study of advanced theory, research and history of advertising thought.