Emerging Issues in Accounting Information Systems
ACC 840; ML 317. Open only to students in the Program in Professional Accounting and to MBA students. Functional uses of accounting in management of the firm. Investment, profit and cost center, and performance measurement issues. Cost analysis, including quality, production processes and strategic management.

Advanced Managerial Accounting
ACC 841. Open only to students in the Program in Professional Accounting and to MBA students. Concepts and rationale underlying managerial accounting methods. Alternative approaches to cost estimation, pricing, cost allocation and performance evaluation.

International Managerial Accounting
ACC 842. Open only to students in the Program in Professional Accounting and to MBA students. Accounting systems for global business transactions, accounting organizational design, performance evaluation, pricing, control, and cost allocation.

Integrative Perspective on Accounting Issues
ACC 843. Open only to students in the Program in Professional Accounting and to MBA students. Synthesis of auditing, information systems and financial managerial, and taxation accounting concepts. Accountants' responsibilities, ethics, and functions in organizations and society. Analysis and applications to business situations.

Financial Decision Models
ACC 844. Open only to students in the Program in Professional Accounting and to MBA students. Income taxation of trusts and estates. Transfer taxes applied to gifts and transfers at death.

Emerging Issues in Taxation
ACC 845. Open only to students in the Program in Professional Accounting and to MBA students. Federal income taxation of transactions outside the United States by United States citizens and corporations, and in the United States by foreign persons.

Managerial Accounting
ACC 846. Open only to graduates in Business or programs for which ACC 840 is a catalog-listed requirement. Not open to students with credit in ACC 841. Accounting for managerial planning and control. Cost estimation. Cost analysis for short- and long-run planning decisions. Cost analysis for performance evaluation. Cost allocation.

Managerial Accounting Analysis

Accounting Research Seminar I
ACC 848. Open only to Ph.D. students in Business. The value of accounting information to external users. Research and research methodologies in accounting topics such as expert judgments, demand for information systems, theory of property right, demand for internal monitoring and regulation.

Accounting Research Seminar II
ACC 849. Open only to Ph.D. students in Business. The value of accounting information to internal users. Research and research methodologies in accounting topics such as expert judgments, demand for information systems, theory of property right, demand for internal monitoring and regulation.

Research Topics in Accounting
ACC 890. Open only to Ph.D. students in Accounting. In-depth study of research issues and methodologies in specialized accounting areas.

Doctoral Dissertation Research
ACC 891. Open only to Ph.D. students in Accounting. A thesis in accounting research.

ADVERTISING

Department of Advertising College of Communication Arts and Sciences

Media Relations for Professionals
JRN 321. Open only to students in the Program in Professional Accounting and to MBA students. Working with print and broadcast media personnel. Topics include ethics and news media relations, evaluation of media relations, and handling of media errors.

Principles of Advertising
JRN 327. Open only to Advertising majors. Principles and practices of advertising in relation to economies, societies, and mass communication.

Principles of Public Relations
JRN 328. Open only to Advertising majors. Principles of public relations practice in business, education, and government. Emphasis on principles and writing for public relations.

Creative Strategy and Execution
JRN 432. Open only to Advertising majors. Completion of Tier I writing requirement. Creativity in advertising. Operation of agency creative departments and their relationship with other departments.

Advertising Graphics and Production
JRN 433. Open only to Advertising majors. Production of materials for magazines, direct mail, and newspapers using computer assisted production techniques.

Advertising Media Planning and Strategy
JRN 435. Open only to Advertising majors. 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.

Advanced Creative Strategy and Execution for Broadcast Media
JRN 437. Open only to Advertising majors. 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.
Planning, execution, and control of media programs. Theoretical and technical aspects of budget allocation including marginal analysis, mathematical programming, simulation and game theory.

846. Management of Media Programs
Fall, 3(3-0)
Planning, execution, and control of media programs. Theoretical and technical aspects of budget allocation including marginal analysis, mathematical programming, simulation and game theory.

960. Media and Technology
Spring, 3(3-0) Interdepartmental with Telecommunication and Journalism. Administered by 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 and Journalism. Administered by 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 and Telecommunication.
P: 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. Organization of the U.S. Air Force
Fall, 1(1-2)

112. U.S. Strategic Offensive and Defensive Forces
Spring, 1(1-2)
Missional functions of specific Air Force commands and roles of commands in U.S. defense policy. Employment of contemporary military equipment and systems. Leadership laboratory.

211. The Development of Air Power - Ascension to Prominence
Fall, 1(1-2)
Factors contributing to change in the nature of military conflict. History of air power from its earliest beginnings through World War II. Evolution of air power concepts and doctrine. Leadership laboratory.

212. The Development of Air Power - Key to Deterrence
Spring, 1(1-2)
History of air power from the end of World War II to the present. Role of technology in the growth of air power. History of air power employment in military and non-military operations. Leadership laboratory.

391. U.S. Air Force Communication and Ethics
Fall, 3(3-0)
Communication, management, and ethical skills for Air Force officers. Emphasizes standards and professionalism in the modern officer corps. Leadership laboratory.