841 Strategic Management Accounting  
Spring. 3(3-0) P:M: (MBA 812 or ACC 202)  
R: Open only to MBA students and MS in Professional Accounting students.  
Use of financial and nonfinancial information for strategic management and profit planning. Strategic financial budgeting, performance measurement, incentive systems, activity-based cost management, target cost management, product life-cycle profit management, and customer and supplier profit management.

844 Planning and Control for Global Enterprises  
Fall. 3(3-0) P:M: (MBA 812 or ACC 202) R: Open only to MBA students and MS in Professional Accounting students or approval of department.  
Contemporary issues in accounting for global business activities. Financial planning, coordination, control, and performance measurement in global enterprises.

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

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.  

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

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.

227 Principles of Public Relations  
Fall, Spring, Summer. 4(4-0) RB: 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.

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:M: (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) P:M: (ADV 275) R: Open only to Advertising majors. 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:M: (ADV 320) R: Approval of department.  
Experiential process used by writers and artists to solve client's advertising problems.

324 Advertising Layout and Design  
Fall, Spring. 3(2-2) P:M: (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. 3(3-0) P:M: (ADV 275) R: Open only to Advertising majors.  
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, Spring. 3(3-0) P:M: (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:M: (ADV 330 or ADV 340 or ADV 350) R: Open only to Advertising majors. Not open to students with credit in ADV 332.  

334 International Advertising  
Spring. 3(3-0) P:M: (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.
Advertising—ADV

336 Promotions and Sponsorships
Fall, Spring. 3(3-0) P:M: (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:M: (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) P:M: (ADV 275) R: Open only to Advertising majors.
Gathering information and use of information for more effective communications strategies.

342 Account Planning
Spring. 3(3-0) P:M: (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.

346 Advertising Media Planning and Strategy
Fall, Spring, Summer. 4(3-0) P:M: (ADV 205) and (CSE 101 or CSE 131) RB: 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.

350 Advertising Media Planning and Strategy
Fall, Spring, Summer. 3(3-0) P:M: (ADV 275) R: Open only to Advertising majors.
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:M: (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:M: (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) P:M: (ADV 275) R: Open only to Advertising majors. SA: ADV 473
Theories of consumer behavior and their applications to advertising and public relations.

385 National Competitions
Fall, Spring, Summer. 1 to 4 credits. A student may earn a maximum of 6 credits in all enrollments for this course. P:M: (ADV 275) SA: ADV 485
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.

417 Advanced Creative Strategy and Execution for Broadcast Media
Fall, Spring. 4(3-2) RB: (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.

426 Advanced Creative: Print
Fall, Spring. 3(2-2) P:M: (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:M: (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:M: (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.

465 Advertising and Social Responsibility
Fall, Spring, Summer. 4(4-0) RB: (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) RB: (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) RB: (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.

475 Advertising and Society
Fall, Spring, Summer. 4(4-0) P:M: (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:M: (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 8 credits in all enrollments for this course. P:M: (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:M: (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, Summer. 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.
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. Macrosocietal, 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. R: 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.

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.