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.  

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 students 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.

COMMUNITY, AGRICULTURE, RECREATION AND RESOURCE STUDIES

Department of Community, Agriculture, Recreation and Resource Studies

250 Global Issues in Agriculture and Natural Resources  
Fall. 3(3-0) Interdepartmental with Agriculture and Natural Resources. Administered by College of Agriculture and Natural Resources. P:M: Completion of Tier I writing requirement. SA: AEE 301  
Globalization. Economic, political, and social issues related to agriculture and natural resources.  
Historical perspectives and future projections.

419 Applications of Geographic Information Systems to Natural Resources Management  
Spring. 4(2-4) Interdepartmental with Fisheries and Wildlife; Forestry; Geography; Biosystems Engineering, Administered by Department of Fisheries and Wildlife. RB: (GEO 221) Not open to students with credit in GEO 425.  
Application of geographic information systems, remote sensing, and global positioning systems to integrated planning and management for fish, wildlife, and related resources.

800 Foundations of Community, Agriculture, Recreation and Resource Studies  
Fall. 3(3-0) R: Open only to graduate students enrolled in the Department of Community, Agriculture, Recreation and Resource Studies.  
Concepts, issues, and approaches central to integrated research, service and learning careers in community, agriculture, recreation and resource studies.

802 Survey of Research Methods  
Spring. 3(3-0) R: Open only to graduate students in the Department of Community, Agriculture, Recreation and Resource Studies.  
Methodological approaches and research techniques applied in multidisciplinary research in community, agriculture, recreation, and resource studies.  
Concepts and skills needed to interpret and evaluate published research.

895 Case Studies in Community, Agriculture, Recreation and Resource Studies  
Spring. 3(3-0) P:M: (ACR 800 and ACR 802) R: Open only to graduate students in the Department of Community, Agriculture, Recreation and Resource Studies.  
Case studies in community, agriculture, recreation, and tourism, natural resources and environmental systems. Use of multi-disciplinary teams in addressing complex policy, planning, development, and management issues.

898 Master's Professional Project  
Fall, Spring, Summer. 1 to 3 credits.  
A student may earn a maximum of 9 credits in all enrollments for this course.  
R: Open only to master's students in the Department of Community, Agriculture, Recreation and Resource Studies.  
Master's project, non-thesis research, practicum or other professional development capstone experiences.

899 Master's Thesis Research  
Fall, Spring, Summer. 1 to 6 credits.  
A student may earn a maximum of 99 credits in all enrollments for this course.  
R: Open only to master's students in the Department of Community, Agriculture, Recreation and Resource Studies.  
Master's thesis research.

999 Doctoral Dissertation Research  
Fall, Spring, Summer. 1 to 12 credits.  
A student may earn a maximum of 99 credits in all enrollments for this course.  
R: Open only to doctoral students in the Department of Community, Agriculture, Recreation and Resource Studies.  
Doctoral dissertation research.

ADVISING

AD—Advertising

Department of Advertising, Public Relations and Retailing

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. 4(4-0)  
Principles and practices of advertising in relation to economies, societies, and mass communication.
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(3-2) P:M: (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: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, 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.

332A Direct Response Advertising
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 332A.
Direct response systems; history, growth, and contemporary configurations. Strengths of segmentation and database management, budget, and creative strategies.

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. 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 336A.
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.

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.

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, Spring, 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, Summer. 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) 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, 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.

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.

486 Advertising Campaigns
Fall, Spring, Summer. 3(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.

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. R: Open 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.

823 Consumer Behavior
Fall, Spring. 4(4-0) RB: (ADV 275) R: Open only to Advertising majors. Varied topics pertaining to the study of advertising and public relations processes.
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. R: Open only to students in advertising and public relations.

899 Master's Thesis Research
Fall, Spring, Summer. 1 to 8 credits. A student may earn a maximum of 6 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. Administered by School of Journalism. R: Open only to Ph.D. students in Mass Media and Communication.

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.

AS—Aerospace Studies

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)

422 National Security Affairs and Preparation For Active Duty
Spring. 3 to 4 credits. RB: (AS 421)

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.