

## Descriptions - ACCOUNTING AND FINANCIAL ADMINISTRATION

of

### Courses

#### 873. Long Term Financial Policies

(892.) Winter, Summer. 4(4-0) AFA

888.

Planning capital structure and the cost of capital. Examines fundamental considerations of raising capital, debt management, dividend policy and problems in public issues. Analysis of actual business cases is supplemented by selected readings.

#### 874. Investment Strategy

(893.) Spring. 4(4-0) AFA 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, Summer. 4(4-0) AFA 888, AFA 840 or concurrently; MGT 833.

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.

#### 890. Special Problems

Fall, Winter, Spring, Summer. Variable credit. 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.

#### 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

## ADV

### College of Communication Arts and Sciences

#### 205. Introduction to Advertising

Fall, Winter, Spring, Summer. 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(2-2) 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.

#### 323. Consumer Behavior

(303.) Fall, Winter, Spring, Summer. 4(4-0) ADV 205, PSY 170, SOC 241.

Acquiring, analyzing, and interpreting consumer information for advertising decisions, including: situation analysis, market and audience analysis, setting objectives, message and media decisions, advertising evaluation.

#### 327. Principles of Public Relations

Fall, Winter, Spring, Summer. 4(4-0)

Nature of public relations practice in business, education, government. Emphasis on public relations principles: identifying target publics, press relations, cost management, planning public relations programs.

#### 417. Advertising Creative Strategy and Execution II

Fall, Winter, Spring. 3(2-2) ADV 317.

Continuation of 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.

#### 418. Newspaper Advertising and Business Management

Fall, Winter. 4(4-0) Advertising or journalism Seniors.

Newspaper advertising, staff management, rates, circulation and promotion, research, editorial and business office supervision, law, finance, purchasing, and employee relations.

#### 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.

#### 441. Television and Radio Advertising

Fall, Winter, Spring. 4(4-0) ADV 205.

Principles and practices underlying successful radio-television advertising; emphasis on media research, rate structure, programming, creativity; instruction in televising commercials.

#### 446. Advertising Media Planning and Strategy

Fall, Winter, Spring, Summer. 4(4-0) ADV 306 or approval of department.

Planning, execution and control of advertising media programs. Fundamental characteristics of the media. Buying and selling process, and techniques and methods used in media planning process.

#### 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.

#### 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

(449.) Winter, Spring, Summer. 4(4-0) ADV 317, ADV 475.

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, Summer.  
Variable credit. Approval of department.

**823. 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.  
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(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.

**870. International Advertising**  
Summer. 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. Spécial 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      A S

### All University

**041. Leadership Laboratory**  
Fall, Winter, Spring. 0(0-1) 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.

**212. The Development and Employment of Aerospace Forces**  
Spring. 1(1-1)  
Continuation of A S 211.

**320. U.S. Air Force Communication and Management**  
(410.) Fall. 3(3-1)  
Application of communication and management skills for Air Force officers.

**321. Concepts of U.S. Air Force Leadership**  
(411.) Winter. 3(3-1)  
Leadership theory, functions, and practices. Applications of leadership concepts by junior officers.

**322. U.S. Air Force Management and Leadership**  
(412.) Spring. 3(3-1)  
Traditional Air Force management functions and current practices. Emphasizes need for leadership and professionalism in modern officer corps.

**420. The Military and American Society**  
(310.) Fall. 3(3-1)  
Role of the professional officer in a democratic society; socialization process within the Armed Services; political economic and social constraints upon the national defense structure.

**421. Strategy and the Management of Conflict**  
Winter. 3(3-1)  
The formation and implementation of defense policy and strategy. The bureaucratic interplay and impact of nuclear technology. An investigation of limited and insurgency warfare.

**422. National Defense Policy and Military Justice**  
(312.) Spring. 3(3-1)  
Broad range of American civil-military relations and the environmental context in which defense policy is formulated. Military justice and the laws of war.

**499. Independent Study**  
Fall, Winter, Spring, Summer. 1 to 3 credits. May reenroll for a maximum of 6 credits. Juniors and approval of instructor.  
Investigation of an aspect of aerospace activities of specific interest to the student and a faculty member.

## AFRICAN LANGUAGES

See Linguistics and Oriental and African Languages