

**Shining Light on the World of Accounting:
A Promotional Tool for the Accounting Department**

An Honors Thesis Project (Honrs 499)

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Abstract

This project is a video promoting the major of Accounting and the Accounting Department at Ball State. Throughout the video questions about Accounting are answered using narrated slides, interviews with Accounting faculty, and an interview with an Accounting graduate student. The main purpose of the video is to inform prospective students and those already in the major more about the background of the profession and the opportunities that are out there for them to take advantage of.

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- My parents for believing that I can take on challenges and succeed.
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Artist's Statement/Rationale

For my senior thesis project I have always wanted to do something creative. There aren't very many creative ideas that one can come up with for an Accounting major. In my studies of Accounting I have had questions that I either didn't know how to ask or who to ask to get the answer. I knew that I wanted to do something that would allow me to address the questions of what the Accounting Department offers to students, why study Accounting and the background of the profession. I wanted to let others know of the answers that I came up with. Going through the different classes for my minor I came across the Microsoft Movie Maker Program. The program intrigued me by making it simple for a person to put together a movie that looked hard. This program also allowed me to transmit my answers to more people and help the Accounting Department by letting it use my video for a promotional tool.

I choose to set up my video with the background of Accounting using slides and narration, and then going on to have faculty that I interviewed talk about the different questions that I had and found beneficial for the others in the major to know about, followed by the first-hand account from an actual student. I believe that by having an actual student brings the video to the audience and makes it more beneficial. At the end of the video I chose to display the different career opportunities that are possible for an accounting major. Going through the classes in the major there are only a handful that are talked about and stressed. I felt that by letting the audience/students know what is out there they may be apt to stay in the program or draw others in to the major for all the different opportunities that one major can have for them.

Everyone that I met with during the process of my video were very helpful in my endeavor. I chose the four faculty members because they provided the best answers in my opinion to my questions and the most students would encounter them as their professors during their study of the major. The faculty members are very personable and by giving the foundation questions in the video I feel that it would help the students to formulate their own questions and be able to ask the faculty for their insight.

I feel that by doing this video using the resources that I had at my disposal allows not only myself to benefit from my project also allows the others that it is geared towards to benefit as well. Knowing the answers to questions sooner will allow the students to take advantage of the opportunities sooner and be able to start their path towards their prospective careers faster.

Bibliography

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