

821. Advanced Accounting Information Systems
Winter. 4(4-0) 421.

Application of general systems concepts to functional, accounting, operational, and related information requirements in business. Data-banks, real-time accounting and operating controls; integrated information systems. Case histories and case projects.

839. Accounting Concepts and Processes

Fall, Summer. 4(4-0) Graduate standing. For MBA students without a background in accounting.

Financial accounting and reporting. Nature and measurement of assets, liabilities, stockholders' equity, expense, and revenue. Expense and revenue recognition. Funds flow and cash flow analysis. Manufacturing cost flows and income determination. Basic matters in income taxation.

840. Managerial Accounting

Fall, Winter, Spring, Summer. 4(4-0) 839.

Accounting for planning and control. Cost behavior. Standards and flexible budgets for control. Responsibility accounting and the contribution approach. Relevant cost analysis for problem solving. Quantitative techniques in accounting measurement.

855. Market Cost-Revenue Analysis

Winter. 4(4-0) One course in accounting and one in marketing. Interdepartmental with and administered by the Marketing and Transportation Administration Department.

Analytical tools for use in planning and controlling marketing activities. Emphasis on the determination of factors causing marketing cost differences and the assignment of costs to those factors. Application of tools to determination of expenditure-revenue patterns and market potentials.

888. Financial Concepts and Analysis

Fall, Winter. 4(4-0) 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) 888, 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.

891. Management and Financing of Corporate Assets

Fall, Summer. 5(5-0) 300 or 839, and 391 or 888.

Analysis of principles leading to decisions in management of current assets, estimation of requirements for funds and fundamental considerations in raising capital. Intensive analysis of actual business cases is supplemented by selected readings.

892. Long Term Financial Policies

Winter, Summer. 5(5-0) 891.
Planning capital structure and the cost of capital. Principles of valuation applied to capital budgeting, merger and reorganization. Debt management, dividend policy and problems in public issues. Intensive analysis of actual business cases is supplemented by selected readings.

893. Investment Strategy

Spring, Summer. 5(5-0) 891.

Analysis of various theories and techniques available to achieve superior selection and management of securities. Review and evaluation of significant literature. Emphasis on problems of timing and strategies relating to switching of securities in response to changing economic and financial conditions.

900. Seminar in Accounting Theory

Fall. 5(5-0)
Theory construction and verification. Alternative approaches to structuring accounting theories. Formulation of research projects in accounting.

901. Seminar in Management Accounting

Winter. 5(5-0)
Investigation of selected cost analysis topics.

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.

992. Research in Business Finance

Spring. 5(5-0) 991.
Formulation of financial hypotheses, collection of data, specification of tests (including simulation), and interpretation of results. Examples of both single-equation and multi-equation models drawn from current literature will be critically examined.

999. 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)
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) 205, MTA 300 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 Copy and Layout

Fall, Winter, Spring, Summer. 4(3-2) 306.

Copywriting and layout for newspapers, magazines; selection and presentation of appeals; form of copy, principles of layout; typography and selection of art. Weekly assignments in writing copy; use of mat services and creation of production layouts.

†Name changed effective July 1, 1975. Formerly College of Communication Arts.

321. Advertising Graphics and Production

(307.) Fall, Winter, Spring. 4(3-2) 317.

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. 4(4-0) 306, PSY 170, SOC 241, or approval of department.
The emerging field of knowledge concerning consumer behavior, including relevant theory from the behavioral sciences, and emphasizing the process and effects of advertising and public relations.

327. Principles of Public Relations

(427.) 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. Advanced Advertising Copy and Layout

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

Continuation of 317 with emphasis on writing copy for print, radio, and television. Importance of advertising ideas and their interpretation in words and pictures; audience selection; advertisement series on a central theme.

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: 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) 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. 4(4-0) 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

Fall. 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.

**Descriptions — Advertising
of
Courses**

475. Advertising Research

Fall, Winter, Spring, Summer. 4(3-2)
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.) Fall, Winter, Spring, Summer.
4(4-0) 317.

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.

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) 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)

Investigation of theory and scientific evidence relevant to the process and effect of advertising on individuals and on the socio-economic system. Critical examination of the social responsibilities of advertising.

870. International Advertising

Summer. 4(4-0) 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. Special Problems

Fall, Winter, Spring, Summer. Variable credit. Approval of department.

899. Research

Fall, Winter, Spring. Variable credit.
Approval of department.

990. Independent Study

Fall, Winter, Spring, Summer. 3 to 12 credits. May re-enroll 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.

Basic concepts of leadership and the role of discipline; leadership development through practical experience. Concurrent enrollment in an approved non-Aerospace Studies course is required.

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. Aerospace Developments, Kitty Hawk Through World War II

Fall. 1(1-1)

Development of manned flight through World War II. Trace development of concepts of employment of aerospace forces. Investigate factors which prompted research and technological change.

212. Aerospace Developments, Post-World War II to Present

Spring. 1(1-1)

Aeronautical developments since World War II. Trace development of concepts of employment of aerospace forces. Investigate factors which have prompted research and technological change.

310. The Military and American Society

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.

312. National Security Forces Policy Formulation

Spring. 3(3-1)

Broad range of American civil-military relations and the environmental context in which defense policy is formulated. Impact of technological and international developments upon strategic preparedness.

410. Principles of US Air Force Management

Fall. 3(3-1) 312.

Fundamentals of Air Force management: the knowledge base and the processes of managing.

411. Concepts of US Air Force Management and Leadership

Winter. 3(3-1) 410.

Continuation of 410, examining various applications of Air Force administration and management. Military professionalism. Leadership theory, functions and practices.

412. US Air Force Leadership and Military Justice

Spring. 3(3-1) 411.

Military justice and its application within the US Air Force. Leadership responsibilities. Last week: Final preparation for assumption of duties as an Air Force officer.

499. Independent Study

Fall, Winter, Spring. 1 to 3 credits. May re-enroll 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

AGRICULTURAL ECONOMICS AEC

College of Agriculture and Natural Resources

803. Development and Relevance of Agricultural Economics

Fall. 3(3-0)

Emergence of agricultural economics. Problems leading to change. Values and beliefs related to public issues. Interaction between professionals and decision makers. Agricultural economics in Europe and in developing nations.

805. Agricultural Production Economics I

Fall. 4(4-0) FSM or PAM 340; not open to students with credit in FSM or PAM 401.

Economic principles of production. Industry supply and factor demand analysis. Management concepts and choice criteria. Interrelationship of production and consumption decisions. Welfare economics. Agricultural economics applications.