

- 802. Advanced Federal Tax Accounting**  
*Winter, Spring. 4(5-0) 401.*  
Advanced federal tax concepts, including taxation of corporations, partnerships, estates, and trusts. Gift and estate taxes.
- 803. Taxation of Partnerships and Corporation**  
*Winter. 4(4-0) 401.*  
Taxation of partnerships and corporations—formation operation, distributions, dissolutions, reorganization, return preparation.
- 804. Taxation of Decedents, Trusts, Estates, and Gifts,—Estate Planning**  
*Spring. 4(4-0) 802, 803.*  
Federal income taxation of decedents, trusts and estates; federal gift tax; federal estate tax; social security taxes and benefits, Michigan inheritance tax, estate planning.
- 810. Contemporary Auditing Theory**  
*Spring. 4(4-0) MGT 832.*  
Theory of the attest function and of audit evidence; internal control evaluation; applications of statistics; audits of EDP systems; types of auditors' reports; extensions of the attest function; auditors' ethical and legal responsibilities.
- 817. Quantitative Applications in Accounting and Finance**  
*Fall, Spring. 4(4-0) MGT 833.*  
Application of quantitative techniques to accounting, finance, and control activities, especially involving the data requirements of managerial decision models.
- 820. Cost Analysis and Budgeting**  
*Fall, Summer. 4(4-0) 840 or undergraduate accounting major.*  
Examination of concepts and rationale underlying managerial accounting methods. Advanced topics in cost control, segmental profit and performance measurement, transfer pricing. Budgeting philosophy, organization and procedures.
- 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 Department of Marketing and Transportation Administration.*  
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.
- 884. Insurance Companies as Financial Institutions**  
*(BIO 884.) Winter. 4(4-0)*  
Analysis of insurance company investment behavior in the capital market. Emphasis on liquidity requirements, interest rates, legal and organizational requirements affecting investment decisions. Micro and macro aspects.
- 886. Seminar in Insurance Problems**  
*(BIO 886.) Spring. 4(4-0)*  
Analysis of insurance problems affecting the public interest. Special emphasis on problems due to changing economic and social conditions. Insurance regulatory, financial, marketing and social problems.
- 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 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) 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) 317.*  
Production problems in preparing material for magazines, direct mail, and newspapers. Printing processes; color printing; advertising art; paper and its uses; booklet production.
- †Name changed effective July 1, 1975. Formerly College of Communication Arts.

**Descriptions — Advertising  
of  
Courses**

**323. Consumer Behavior**  
(303.) Fall, Winter. 4(4-0) 306,  
PSY 170, SOC 241, or approval of department.  
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**  
(427.) Fall, Winter, Spring, Sum-  
mer. 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 pub-  
lic relations programs.

**417. Advertising Creative Strategy  
and Execution II**  
Fall, Winter, Spring. 3(2-2) 317.  
Continuation of 317. Numerous writing assign-  
ments related to developing creative strategies,  
developing and coordinating messages for dif-  
ferent media, presenting and explaining creative  
executions, structuring copy emphasizing narra-  
tive 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:  
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.

**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 re-  
search: data collection, field investigation, mea-  
surements of advertising and media audiences;  
evaluation of advertising messages.

**486. Advertising Management II**  
(449.) Fall, Winter, Spring, Summer.  
4(4-0) 317, 475.  
Role of advertisers, agencies and media in ap-  
plying advanced decision theories and tech-  
niques. Use of major projects to apply methods  
of planning, directing and controlling compre-  
hensive advertising and public relations pro-  
grams.

**499. Individual Projects**  
Fall, Winter, Spring, Summer. Varia-  
ble credit. Approval of department.

**823. Consumer Behavior**  
Winter. 4(4-0) COM 820 or ap-  
proval of department.  
Examination of the emerging knowledge con-  
cerning consumer behavior. Emphasizes in-  
quiry into the theory and process whereby con-  
sumer behavior is influenced by means of in-  
terpersonal 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 pro-  
grams. Theory and techniques of media alloca-  
tion, including use of marginal analysis, mathe-  
matical 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 plan-  
ning, decision-making and control. Design of  
advertising information systems, decision to buy  
information, collection and analysis of informa-  
tion, data bank management.

**865. Advertising and Society**  
Spring. 4(4-0) Approval of depart-  
ment.  
Theory and scientific evidence relevant to the  
process and effect of advertising on individuals  
and on the socio-economic system. Social re-  
sponsibilities of advertising and advertising  
regulation.

**870. International Advertising**  
Summer. 4(4-0) 826 or approval of  
department.  
International advertising and promotion; formu-  
lation and implementation of international pro-  
motional strategies and policies; cases and prob-  
lems from the viewpoint of advertisers and  
advertising agencies.

**890. Special Problems**  
Fall, Winter, Spring, Summer. Varia-  
ble 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 dis-  
cipline; leadership development through practi-  
cal experience. Concurrent enrollment in an  
approved non-Aerospace Studies course is re-  
quired.

**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. Com-  
parison 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 employ-  
ment 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 Employ-  
ment 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 Employ-  
ment of Aerospace Forces**  
Winter. 1(1-1) 210 or approval of  
department.  
Continuation of 210.

**212. The Development and Employ-  
ment of Aerospace Forces**  
Spring. 1(1-1)  
Continuation of 211.

**320. Principles of U S Air Force  
Management**  
(410.) Fall. 3(3-1)  
Fundamentals of Air Force management: the  
knowledge base and the processes of managing.

**321. Concepts of U S Air Force  
Management and Leadership**  
(411.) Winter. 3(3-1)  
Continuation of 320, examining various appli-  
cations of Air Force administration and manage-  
ment. Military professionalism. Leadership  
theory, functions and practices.

**322. U S Air Force Leadership and  
Military Justice**  
(412.) Spring. 3(3-1)  
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.