

375. Marketing of Hospitality Service
(375A., 375B.) Fall, Spring, Summer.
4(4-0)

Applications of marketing concepts and techniques to businesses in the hospitality sector. Uses and limitations of various promotional forces such as advertising, field selling, merchandising, sales promotion, and in-house selling.

405. Food and Beverage Management
(447.) Winter, Spring, Summer of
odd-numbered years. 4(4-0) 303, 306

Duties and responsibilities of the manager in restaurant and catering operations. Management methods in goal setting, forecasting, controlling quality and costs; establishing policies to create favorable acceptance and profitable operation.

435. Food Production Systems
(345.) Fall, Spring, Summer of even-
numbered years. 6(4-6) 405, 472.

Recognition and achievement of quality in development of systematic relationships between menu items, time, labor, equipment and costs in quantity food production. Quality procurement policies for food, beverages and related items. Field trips required.

448. Passenger Transportation Systems
Winter. 4(4-0) Interdepartmental with
and administered by the Marketing and Transportation
Administration Department.

Composition and objectives of principal passenger travel markets: Analysis of carrier service, pricing and promotional practices and problems, competitive and cooperative relations. Review of major proposals for change and expansion of service systems.

455A. Food Evaluation
Spring. 4(4-0) Approval of school.

History of foods and related physiological and psychological theories and their application to quality consideration.

455B. Beverage Evaluation
Winter. 4(4-0) Approval of school.

History of beverages and related physiological and psychological theories and their application to quality considerations.

461. Tourism Principles and Practices
Winter, Summer of odd-numbered
years. 4(4-0) EC 200 or 201.

Evolution of tourism as an industry, correlation theory of tourism, tourism organizations, planning and development. Field trip required.

**466. Tourism Planning and
Development**
Fall, Spring. 4(4-0) 261 or 461 or
448.

Tourism resource characteristics, location, and market demand considerations. Analysis of development potential, planning processes and procedures, capital and personnel requirements, and tourism destination developments.

472. Design and Layout
Winter, Spring. 4(4-0)

Conceptualization, design, layout and specification of service industry facilities.

**473. Operations Research in the
Service Industries**
Fall, Spring, Summer of odd-numbered
years. 4(3-0) 305; MTA 318.

Application of marketing and operational research techniques to service industry management problems, emphasizing quantitative and analytical decision models designed for specific operations in this field.

**490. Operational Analysis in the
Hospitality Industry**
Fall, Spring. 4(4-0) 306; Seniors.

Advanced management concepts, leading to an understanding of decision theory as applied to directed investigation into specific hospitality operations.

499. Independent Study
Fall, Winter, Spring, Summer. 1(1-0)
to 15(1-0) May re-enroll for a maximum of 15
credits. Approval of school.

Research in any phase of food, lodging, hospitality, tourism or health facilities operations.

**811. Policy Formulation and
Organization**
Spring. 4(4-0) 875, 888; MGT 806.

Development of goals, objectives and consistent business policies for the creation of dynamic and effective organizations for all phases of service industries.

**861. Economic Implications of
Tourism**
Fall. 4(4-0) EC 860 or concurrently.

Economic, historical, philosophical, psychological, governmental and educational aspects and satisfactions of travel. The promotion of tourism; the business of travel and its relationships to the hospitality industry.

**875. Innovation in Hospitality
Marketing**
Spring. 4(4-0) MTA 805 or con-
currently.

Changing environment of the hospitality industry is examined and new developments in marketing are analyzed for potential innovative application in the hospitality sector.

**888. Financial Management for the
Service Industries**
Winter. 4(4-0) AFA 840.

Covers leasing, franchising, tax considerations, planning to meet financial needs from internal sources or from capital markets, management of current and capital assets, including inventories and operational equipment.

890. Special Problems
Fall, Winter, Spring, Summer. 1 to 15
credits. Approval of school.

Opportunity for the outstanding student to engage in depth analysis of a service industry area of his choice that will result in a positive contribution to the field.

**896. Problems of the Service
Industries**
Winter. 4(4-0) 888 or concurrently.

Formulation of plans based on analysis of situations and trends applying general business principles. Discussion of actual cases with leaders in service industries.

898. Facilities Programming
Fall. 4(4-0).

Application of principles and concepts drawn from many related disciplines to planning and operation of housing and food production systems, utilizing optimum physical and human resources.

HUMAN DEVELOPMENT H D
College of Human Medicine

520. Genetics Clinic
Fall, Winter, Spring, Summer. 1 to 3
credits. May re-enroll for a maximum of 9
credits.

Students will interview and examine patients with inheritable disorders, perform related laboratory diagnostic procedures, and participate in genetic counseling conferences and discussions.

**590. Special Problems in Human
Development**
Fall, Winter, Spring, Summer. 1 to 6
credits. May re-enroll for a maximum of 12
credits. Human medicine students.

Each student will work under direction of a staff member on an experimental, theoretical or applied problem.

608. Pediatric Specialty Clerkship
Fall, Winter, Spring, Summer. 1 to
17 credits. May re-enroll for a maximum of 43
credits. HM 503; primary clerkship.

Clinical experience with pediatric patients under the direction of members of the faculty of the Department of Human Development and community pediatricians. Fall, Saginaw. Winter, Lansing. Spring, Grand Rapids. Summer, Flint.

**609. Human Development and
Pediatric Sub-Specialties**
Fall, Winter, Spring, Summer. 1 to
17 credits. May re-enroll for a maximum of
34 credits. H M 602.

Elected experiences in selected clinical and basic sciences related to pediatrics and human development.

**HUMAN ENVIRONMENT
AND DESIGN HED**

College of Human Ecology †

143. Design for Living I
(140, TRA 140.) Fall, Winter, Spring.
3(3-0).

Perceptual development including analytical judgment through the study of design, a vital part of the matrix of living. Design components and principles as they relate to the function and ideas in the various phases of man's environment and daily life.

144. Design for Living II
Fall, Winter, Spring. 3(1-4) 143.

Use of design elements and application of principles in creative problems and media.

**152. Principles of Clothing
Construction**
(TRA 152.) Fall, Winter, Spring.
3(2-2)

Principles of clothing construction related to fit, fabric and garment assembling.

171. Textiles for Consumers
Fall, Winter, Spring. 4(3-0).

A programmed sequence develops decision-making abilities in the selection of textile alternatives for various uses. Consumer-oriented concepts of durability, comfort, care and aesthetic appearance are used to evaluate products.

201. Contemporary Retail Community
(TRA 201.) Fall, Winter, Spring.
3(3-0) Sophomores.

The retail community as it responds with a supply of goods and services to the needs of the consumer.

†Name changed July 1, 1970. Formerly College of Home Economics.