375. Marketing of Hospitality Service  
(375A., 375B.) Fall, Spring, Summer.
4(4-0)
Applications of marketing concepts and technicalities 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. 6(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 ensure favorable acceptance and profitable operation.

435. Food Production Systems  
(345.) Fall, Spring. Summer of even-numbered years. 6(4-0) 405, 479
Recognition and achievement of quality in development of systematic relationships between menu items, time, labor, equipment and costs in 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) 201 or 401 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 310.
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(0-0) 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 efficient organizations for all phases of service industries.

812. Economic Implications of Tourism  
Fall. 4(4-0) EC 830 or concurrently.
Economic, historical, philosophical, psychological, governmental and educational aspects and satisfaction of travel. The promotion of tourism, business of travel and its relationships to the hospitality industry.

875. Innovation in Hospitality Marketing  
Spring. 4(4-0) MTA 505 or concurrently.
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 Industry  
Winter. 4(4-0) AFA 849.
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.

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.
Clinical experience with pediatric patients under the direction of members of the faculty of the Department of Human Development and Community Pediatrarians, 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 43 credits. HM 602.
Electives 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 alternates 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.

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

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.