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. Databanks, real-time accounting and operating control 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.

840. Managerial Accounting
Fall, Winter, Spring, Summer. 4(4-0)

855. Market Cost-Revenue Analysis
Winter. 4(4-0) One course in accounting and one in marketing. Interdepartmental study, 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, 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 301 or 888.
Analysis of principles leading to decisions in management of current assets, estimation of requirements for funds and fundamental considerations in raising capital. Intuitive analysis of actual business cases is supplemented by selected readings.

892. Long Term Financial Policies
Winter, Summer. 5(5-0) 891.

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.

901. 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 simulations), 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 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(3-3)
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 mast 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)

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 interpretations 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 employees relations.

423. Retail Advertising and Promotion
Fall, Winter. 4(4-0) Advertising or journalism Seniors.
Major: 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. 4(4-0) 205.
Principles and practices underlying successful radio-television advertising; emphasis on media research, rate structure, programming, creativity; instruction in television 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 research: data collection, field investigation, measurement of advertising and media audiences; evaluation of advertising messages.

486. **Advertising Management II**  
(449.) Fall, Winter, Spring, Summer. 4(4-0) 217  
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 859 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.

855. **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) 526 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.

900. **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; 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)  
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)  
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(3-2)  
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(2-1)  
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 preparations.

410. **Principles of US Air Force Management**  
Fall. 3(3-1) 312.  

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.

499. **Independent Study**  
Fall, Winter, Spring. 1 to 3 credits. May re-enroll for a maximum of 6 credits. Junior approval 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

503. **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 professional and decision makers. Agricultural economics in Europe and in developing nations.

505. **Agricultural Production Economics I**  
Fall. 4(4-0) FSM or PAM 440; not open to students with credit in FSM or PAM 401.  