

- 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. Databases, 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, 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. Advertising Creative Strategy and Execution II

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

Continuation of 317. Numerous writing assignments related to developing creative strategies, developing and coordinating messages for different media, presenting and explaining creative executions, structuring copy emphasizing narrative 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 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, 475.

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) Approval of department.

Theory and scientific evidence relevant to the process and effect of advertising on individuals and on the socio-economic system. Social responsibilities of advertising and advertising regulation.

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. The Development and Employment 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 Employment of Aerospace Forces

Winter. 1(1-1) 210 or approval of department.

Continuation of 210.

212. The Development and Employment 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 applications of Air Force administration and management. 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.