

180. Urban Land Economics and Real Estate Principles (3) F

Prerequisites: Econ. 1a-b. Real estate principles and urban land economics—processes and patterns of land utilization where man and his artifacts are assembled in communities; determination of urban land use in a market process; economic competition among alternative uses.

183. Urban Real Estate Investment and Management (3) S

Prerequisite: Econ. 1a-b. Problems and practical approach in the acquisition, development, management and sale of investment properties; for those interested in leasing, investing, or trading in real estate. Guest lecturers for certain specialized phases.

184. Real Estate Law (3) F

Prerequisite: Bus. Ad. 118a-b or equivalent. Legal aspects of acquisition and ownership of real estate, especially in California; conveyances, mortgages, evidence of title; planning and zoning.

190. Independent Study (1-3) F and S (See page 64)**199. Supervised Work Experience (1) F and S**

Maximum total credit 4 units. Open only to business administration majors. Prerequisite: approval by division committee. Practical experience in business administration. Regular class meetings and reports.

NOTE: For graduate courses see Business.

BUSINESS EDUCATION**117. Office Skills for Teachers (2)**

Prerequisite: skill in typing. Application of office machines to classroom instruction; use of the typewriter and duplicators (mimeograph and fluid) as teacher tools; basic filing rules and filing of instructional materials; use of calculators in preparation of records and grades.

154. Objectives and Curricula in Business Education (2) F

Trends and objectives of business education in secondary schools; comparison of current curricula; relationships of general and technical courses in the curriculum.

180. Teaching Methods in Typewriting (1) F

Prerequisite: Sec. Ad. 4. Modern methods in teaching of typewriting; application of psychological principles of skill building.

181. Teaching Methods in Bookkeeping (2) S

Prerequisites: Acctg. 1a-b or equivalent. Objectives, teaching procedures, and materials in teaching bookkeeping and related subjects, office and clerical practice and business arithmetic.

182. Teaching Methods in Secretarial Subjects (2) S

Prerequisites: Sec. Ad. 23, 112, 114, or equivalents. Modern methods in teaching shorthand, secretarial practice, transcription, and business correspondence; understanding principles underlying acquisition of a skill subject.

183. Teaching Methods in Basic Business Subjects (2) F

Prerequisites: Bus. Ad. 10, 118a, or equivalents. Application of educational principles and methods to basic business subjects, including elementary business training, salesmanship, business law, and other merchandising and general business subjects; techniques of teaching.

186. Teaching Methods in Office and Clerical Practice (2) F

Wayne

Theory and practice of presenting teaching-learning materials for nonsteno-graphic clerical training courses in high school; organization of materials; necessary equipment; adapting instruction to pupil ability levels.

190. Independent Study (1-3) F and S (See page 64)

Staff

NOTE: For graduate courses see Business.

MARKETING**10. Introduction to Marketing (3) S**

Allen-Halper

Students with credit in Mktg. 10 may not take Mktg. 100 for credit. Distribution of goods and services from the producer to the consumer, with emphasis on the products of the San Joaquin Valley; marketing functions—buying, selling, transporting, storing, standardizing and grading, risking, and financing.

100. Principles of Marketing (3) F and S

Mudge-Halper

Primarily for juniors. Not open to students with credit in Mktg. 10. Prerequisites: Econ. 1a-b. Economic and social problems involved in moving goods and services from the producer to the consumer; major kinds of goods and services to be marketed; the institutions and agencies of distribution, and the series of functions involved.

*** 102. Marketing of Agricultural Products (2)**

Processing, transporting, and selling of farm produce, particularly fruits and vegetables; methods of selling; functions of the middleman; standardization of produce as prescribed by California law.

105. Economics of Consumption (2) F and S

Carr

Prerequisites: Econ. 1a-b. Theory of consumption and consumer demand; analysis of the relation of the consumer to the price system; survey of efforts to improve the position of the consumer.

106. Marketing Problems (3) F and S

Halper

Prerequisites: Mktg. 10 or 100 and 108 or 130 (may be taken concurrently). Distribution of goods and the rendering of services; current thought on problems of marketing, institutions and practices, from the standpoint of theory and technique.

108. Marketing Research (3) F

Halper

Prerequisites: Econ. 1a-b; Mktg. 10 or 100; Bus. Ad. 102 (may be taken concurrently). Fundamentals of market and marketing analysis, research procedure, methods of analysis, applications of statistical techniques to market analysis, and presentation of results.

130. Principles of Retailing (3) S

Hampton

Prerequisite: Mktg. 10 or 100. Various kinds of retailing organizations, their structure and management; store policies, merchandise control, personnel, retail credit, and store management.

132. Retail Buying (2) S

Hampton

Prerequisites: Bus. Ad. 22, Mktg. 130, or equivalent. Problems of buying merchandise for resale; sources and markets; basic factors in planning, selecting, buying, pricing and selling of retail merchandise.

134. Merchandise Information (2) F

Hampton

Composition and construction of various kinds of retail merchandise; raw materials; line, color and design.

* Offered when demand warrants.