

144. Advertising Campaigns (2) (Same as Jour 144)

Prerequisite: Mkt 140. Market research, selection of campaign themes, copy preparation, art, and layout in various media for selected products and services; creating advertisements.

150. Principles and Psychology of Salesmanship (3)

Personal factors and techniques influencing other people; personal development, types of customers, mental and emotional appeals; mechanics and techniques of salesmanship.

155. Sales Management (2)

Prerequisite: Mkt 100, 150, or equivalent. Sales administration, planning and execution; marketing policies; planning and promotion; department organization; selection, training and management of the sales force; choice of channels of distribution; market research and analysis; and budgetary control.

176. International Marketing (3)

Prerequisite: Mkt 10 or 100. Examination and evaluation of business policies and practices of firms engaged in world trade; the marketing area; organization, product, channels of distribution, marketing research, demand creation, and other management problems.

190. Independent Study (1-3; max see reference)

See *Regulations and Procedures—Independent Study*.

199. Supervised Work Experience (1; max total 4)

Open only to marketing majors. Prerequisite: permission of instructor. Supervised work experience in business and industry; analyzed in weekly class meeting.

200 series. Graduate courses are listed under *Business*.

OFFICE ADMINISTRATION*** 1. Basic Typing (2)**

Development of typewriting techniques and their applications to practical usage. Students with one or two semesters of high school typewriting should enroll in Off Ad 2. (5 lab hours)

*** 2. Intermediate Typing (1)**

Prerequisite: Off Ad 1 or equivalent. Students with more than one year of high school typing should enroll in Off Ad 4. Review of keyboard; development of typewriting technique and its application to business situations. (3 lab hours)

*** 4. Office Production (3)**

Prerequisite: Off Ad 1, or equivalent, or permission of instructor. Modern office production standards, planning, layout, execution; use of offset, mimeograph, and fluid duplicators; electric typewriters; advanced problems.

16. Machine Calculation (2)

Basic operations in use of rotary calculators. (6 lab hours)

† 23. Gregg Shorthand (4)

Not open to freshmen. Prerequisite: adequate typing ability. Acquisition of proficiency in writing and transcribing shorthand notes.

103. Principles of Office Management (3)

Office management in business and industry; organization and control of office services; selection, training, and supervision of personnel; improvement of office efficiency; office planning and layout; equipment and supplies.

* Not more than six units of credit in typing will be allowed toward any degree.

† Not more than ten units of credit in shorthand, dictation, and transcription will be allowed toward any degree.