

140. Introduction to Advertising (3) F and S (Same as Journ. 140)

An informational course for nonadvertising majors and an overview for advertising specialists. Social and economic functions of advertising; copy, art, layout production methods, media, campaigns, and advertising research.

141. Advertising Production and Media (2) S (Same as Journ. 141)

Prerequisite: Mktg. 140 or equivalent. Techniques of advertising production; letterpress, photoengraving, lithography, silk-screen, typography, multicolor processes and television; advantages and disadvantages of major media—newspapers, magazines, outdoor and poster advertising, direct mail, radio, television. Field trips are required.

144. Advertising Campaigns (2) F (Same as Journ. 144)

Prerequisite: Mktg. 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) F and S

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

155. Sales Management (2) F

Prerequisites: Mktg. 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) S

Prerequisite: Mktg. 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) F and S (See page 64)**199. Supervised Work Experience (1) F and S**

Maximum total credit 4 units. Open only to marketing majors. Prerequisite: approval by Division Committee. Practical business experience in marketing. Regular class meetings and reports.

NOTE: For graduate courses see Business.

SECRETARIAL ADMINISTRATION

*** 1. Basic Typing (2) F and S**

Not open to students who have had a typing course or who have learned the keyboard independently. Development of typewriting technique and its application to business situations. (5 lab hours)

*** 2. Intermediate Typing (1) F and S**

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

*** 4. Production Typing (2) F and S**

Prerequisites: Sec. Ad. 1, 2, or equivalent, or permission of instructor. Improvement of techniques, speed, and accuracy in typewriting; practice in letter writing, tabulating, centering, manuscript writing, outline writing, and other business forms and reports; emphasis on production of quantities of mailable copy. (6 lab hours)

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

5. Business Correspondence (3) (Former Engl. 5)

Prerequisite: Philos. 3 or Engl. 1a. Modern business correspondence; practice in writing letters used in business transactions.

14. Transcribing Machines (1) F and S

Prerequisite: Sec. Ad. 4 or equivalent. Instruction and practice in use of recording and transcribing machines. (3 lab hours)

15. Duplicating Machines (1) F and S

Prerequisite: Sec. Ad. 4 or equivalent. Instruction and practice in use of mimeograph, mimeoscope, and fluid process duplicating machines. (3 lab hours)

16. Machine Calculation (2) F and S

Not open to entering freshmen. Basic operations in use of key-driven and crank computing machines. (6 lab hours)

† 23. Gregg Shorthand (5) F

Not open to freshmen. Prerequisite: Adequate typing skill. Acquisition of skill in writing and transcribing shorthand notes.

107. Records Management (2) S

Basic principles, rules and procedures of filing; individual practice in alphabetic, geographic, numeric, and subject filing; study of records organization, management, and control.

112. Advanced Shorthand (3) F and S

Prerequisite: Sec. Ad. 23 or one year high school Gregg or equivalent. Review of theory and development of skill in writing and transcribing shorthand notes; speed and endurance in writing and transcribing shorthand notes.

114. Dictation-Transcription (2) F and S

Prerequisites: Sec. Ad. 14 or equivalent, 112 (may be taken concurrently). Training in transcribing from shorthand notes; development of production standard for transcription of office type dictation. (4 lab hours)

122a-b. Secretarial Training (3-3) F and S

Prerequisite: adequate shorthand and typing skills, and permission of instructor. (a) Adaptation of shorthand skill to business requirements; secretarial efficiency; office correspondence and filing; office conduct. (b) Keeping business records, pay rolls, accounts, statistics; duties of a receptionist. (2 lecture, 4 lab hours)

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 secretarial administration majors. Prerequisite: approval by division committee. Practical business experience in secretarial administration. Regular class meetings and reports.

NOTE: For graduate courses see Business.

† Not more than 10 units of credit in shorthand will be allowed toward any degree.