

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

Students with credit in Mkt 10 may not take Mkt 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)

Primarily for juniors. Not open to students with credit in Mkt 10. Prerequisite: 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 (3)

Basic marketing functions, policies, and problems involved in handling agricultural products; economic concepts, business decisions, and practical applications.

105. Economics of Consumption (3)

Prerequisite: 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)

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

108. Marketing Research (3)

Prerequisite: Econ 1A-B; Mkt 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)

Prerequisite: Mkt 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)

Prerequisite: Bus Ad 22, Mkt 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)

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

140. Introduction to Advertising (3) (Same as Jour 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) (Same as Jour 141)

Prerequisite: Mkt 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.