

400. Advanced Accounting and Auditing: cont'd

Text-books: Case Material, compiled by the Department.
Hanson, Problems in Auditing.
References: Montgomery, Auditing, Theory and Practice.
Bell and Powelson, Auditing.
Jackson, Audit Working Papers
Journal of Accountancy.

4 1/2 year

401. Sales Management: a survey of the problems of the sales manager, such as those involving the sales organization, sales research, policies relating to the product, distribution policies, prices and terms of sale, methods of selling, management of the sales force, delivery policies, credits, collections and control of sales operations.

3 hours per week: 3 credits.

Text-book: Tosdal, Problems in Sales Management.

402. Advertising: this course will be a study of the place and function of advertising in business through a series of business cases; the uses of advertising by various types of retail business, by manufacturers of consumers' goods, by manufacturers of industrial goods, by wholesalers, and by various types of financial institutions. The course touches only incidentally upon the technique of advertising. Its purpose is not to give a training for men who desire to become advertising technicians, but rather for those who, as executives, have to consider the use and application of advertising to accomplish results in business. Accordingly, the relation of advertising to the other functions in business management, especially to sales management, and the place of advertising in merchandising strategy are given consideration.

2 hours per week: 2 credits. Text-book: Borden, Problems in Advertising.