

201. Marketing. cont'd

and motives; and wholesale distribution. The work of the second half-year involves methods of marketing industrial goods; analysis of typical problems on selling policy which involve sales management, trade mark, brand, price, advertising and sales correspondence policies. The problem method will be used as the basis of study, supplemented by collateral readings on the principles of marketing. Written reports on assigned problems will be required at frequent intervals.

3 hours per week: 3 credits.

Text-book: M.T.Copeland, Problems in Marketing.

205. Business Statistics: Statistical method; up-to-date statistical studies of outstanding industries in Canada and the United States, as well as the various indexes of general business conditions; the value of statistical study. Laboratory work is planned for developing the students' ability in presenting statistical data graphically.

3 hours per week: 3 credits.

Text-books: Snider, Business Statistics.
Current Statistical Publications.

300. Industrial Accounting : This course examines the common methods of ascertaining prime costs and burden costs, and of distributing the latter over various products. The choice of methods and their application to particular types of industrial enterprises are considered, together with the relations of the cost records to the production planning. Attention is given to the content and form of operating reports for the guidance of various responsible officials. Each student is required to do practical field work in devising accounting systems, and opportunities are given to gain personal experience through constructive work in industry.

3 hours per week: 3 credits.

Text-book: Sanders, Problems in Industrial Accounting.
N.A.C.A. Bulletins.
A.H. Church, Cost Accounting.