

FOURTH YEAR - continued

9. Marketing problems,

Organization of wholesale markets:grading of products; produce exchanges;terminology, reports, quotations; governmental regulations.

Retail store management, including problems of buying, stocking, selling, rapidity of turnover, organization of special sales.

Sales Policies and methods: Distribution; price; credit; sales campaigns. Advertising, and the factors which control human action in buying and selling.

Competition, and methods of meeting it; handling of enquiries; claims and complaints; selection, training and management of sales force.

10. Economics, advanced.

11. English,

same as No.11 in 3rd Year, and can only be taken here, if not already taken in 3rd year.
