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COLLEGES GIVE SCANT NOTICE TO MARKETING

New York, Sept. 10—Less than 1 per cent of all instruction given by American colleges and universities is devoted to subjects designed to prepare the future business executive to deal with problems of marketing and advertising, according to a survey by the Bureau of Research and Education of the Advertising Federation of America of which Alfred T. Falk is director.

On the whole, the student's alma mater does a good job in general business training but falls far short of giving sufficient instruction in the fundamental subjects in modern commodity distribution and sales. Only 37 institutions in the United States adequately cover these subjects, the Bureau said.

The fundamental subjects, according to the report, are advertising, marketing, salesmanship, retailing and wholesaling, foreign trade and transportation. These are cited as being necessary in the training of the business leader of today, because of the swing of executive problems away from production to marketing.

Big Ten Delinquent

Even the "Big Ten" of American colleges—those with the greatest student registration—fail to give commodity distribution the curriculum attention it deserves. Of 25,460,000 student-semester-hours of instruction given in 633 institutions of higher learning covered in the survey, less than 1 per cent of the time is given to commodity distribution study. Less than 5 per cent of total curriculum time is given to business training generally.

In all, 343 of the 633 colleges and universities give instruction in one or more of the fundamental marketing subjects. Schools with registration under 500 and more than 5,000 devote the largest relative share of their total instruction time to distribution.

Of the 633 colleges studied, advertising courses are taught in 197, marketing in 253, salesmanship in 149, retailing and wholesaling in 87, foreign trade in 118, transportation in 180. Thirty-seven colleges give courses in all six of these fundamental commodity subjects, while 307 give no instruction in any.

Teaching staffs in the courses covered by the survey show a tendency toward the increased use of part-time instructors, the survey revealed.

Included in the survey report is a complete directory of all colleges and universities in the United States, with an outline of the marketing and advertising instruction offered by each.