Marketing

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MARKETING

By Ken Bull
I. INTRODUCTION

This history of the Marketing Department has been written to commemorate the centennial year at UND. The one hundredth birthday of the University of North Dakota is an appropriate time to chronicle the past because links with the formation of the Department are quickly disappearing. It is hoped that this history will provide a sense of the past, and that a comparison of the past with the present can assist in making plans for the future.

This is believed to be the first comprehensive history of the Marketing Department, although a short history was compiled for the fiftieth anniversary of the College of Business and Public Administration in 1974. This history represents an investigation of Department curriculum, faculty, academic goals, and service activities. These topics will be covered as they exist in four time periods. Marketing related courses were actually offered under four different department titles over time in the UND catalog. The first three time periods represent the formative years of the Marketing Department (1914-1951), and the fourth refers to the actual Marketing Department (1951 to the present).

Collection of Data

A broad range of historical sources were used in conducting the research of the past 68 years that this history deals with. Principle sources were:
1) UND Catalogs. A catalog was available for every year included in this history. Where no other documents covering specific topics were available, they were used exclusively.

2) Interviews. Interviews were conducted with Mrs. Margaret Davenport, wife of the late W. E. Davenport, the first chairman of the Marketing Department, and with Donald G. Anderson, the present chairman. Mrs. Davenport's help focused on the years that her late husband was head of the Department of Marketing and Management, from 1946-50, and the years Professor Davenport chaired the Marketing Department, from 1951-63. Mrs. Davenport also helped with the budget information, dealing with the years 1963 to the present, obtained from the files of the Vice President for Academic Affairs at UND.

Professor Anderson's assistance was also realized in two respects. He confirmed and supplemented some of the more recent Marketing Department information, dealing with the years from 1961, when he first came to UND, to the present.

3) Annual Reports of the Registrar to the President. These reports were issued every year from 1929-1948. They contained information concerning the resident faculty who taught courses during these years, as well as the curriculum and enrollment information.

4) Annual UND Faculty Budgets. A listing of the Marketing Department faculty from 1955 to the present was obtained from this source.

5) UND Payroll Register. This source was used to obtain a listing of the Marketing Department faculty from 1952-55.

6) UND Payroll Records. Various payroll records, which were used to verify faculty information, were obtained from the Payroll Office at UND.

7) Files of the UND Vice President for Academic Affairs. Various academic information concerning faculty members from 1963 to the present was acquired from these files.
8) **Time Schedules of Classes.** The issues of this publication from 1964 to the present were useful in verifying the curriculum offered and the faculty in residence.

9) **Marketing Brochures and Publications.** This source supplied information on various marketing studies that were conducted by the UND faculty in the past.

10) **College of Business and Public Administration Annual Reports to the President.** These documents summarized yearly activities involving the various departments from 1971 to the present.

11) **UND Marketing Club.** The UND Marketing Club supplied a short history of their organization, which identified some of the extracurricular activities of students majoring in various areas of marketing.

12) **UND President Thomas Clifford's Marketing Department File.** This source mostly supplied background information on the Marketing Department from 1975 to the present.

13) **UND University Relations Marketing Department File.** This source supplied background information on the Marketing Department as it related to the local community. A statement of the departmental goals for the spring of 1974 was especially useful.

14) **UND Course Descriptors.** These are newspaper form descriptions of courses, supplied by the Student Activity Committee (SAC), which outline the course content of many classes offered in the 1982-83 academic year. This source was used to describe several current courses, rather than the UND catalog, because a more detailed description was found in the Course Descriptor.

**General Outline**

This history will be divided into four sections that relate to the four time periods that marketing/marketing-related courses were taught under different department headings in the UND catalogs.
The following list includes the name of each department title, and the years that it represents:

1) Economics and Political Science (1914-1925)
2) Economics and Business (1925-1934)
3) Marketing and Management (1934-1951)
4) Marketing (1951 to the present)

The curriculum, resident faculty, administrative location, instructional focus, and other related subjects will be covered in each of these sections.

After these narrative sections, the appendices contain two tables which will illustrate the faculty and curriculum of the various marketing/marketing-related courses present at UND in each semester from 1914 to the present. They can be used as a quick reference to identify exactly when, and for how long, different faculty members were present, and the marketing/marketing-related courses that were taught in UND.

And finally, also in the appendices to this history, a detailed collection of individual class and faculty information can be found.

Limitations

Due to the length of time this history covers, and the sketchy documentation available to cover it, this history must at times rely on less than complete information. Interviews with Mrs. Margaret Davenport (the widow of the late Professor Willard E. Davenport) and Professor Donald G. Anderson (the present chairman of the Marketing Department) proved very helpful in this respect. Both enriched this history with their personal experience and made it possible to confirm much of the research where it couldn’t be verified elsewhere. They also provided direction to guide the secondary research needed to complete this history.

But even with the help of these interviews and the thorough review of the available documentation used to confirm information used in this history, verification with more than one source was not always possible. When verification
wasn't possible, either a single document was relied upon or, in several cases, inferences bases on other documents of that time period were made. An attempt is made to acknowledge that an assumption is being made when this is the case, but this may not have been possible in every instance.

In the case of faculty members, they are only listed as in residence during semesters in which they actually taught a marketing-related course. They are not considered as in residence when they were on periods of "leave of absence."

It is hoped that this history is an accurate account of the past days of the Marketing Department, but any omissions or misrepresentations are unintentional.

II. FORMATIVE YEARS OF THE MARKETING DEPARTMENT
Economics and Political Science (1914-1925)

Introduction

Students who took the initial marketing/marketing-related courses were either advanced undergraduates or graduate students. Until the 1917-18 academic year, marketing courses were offered for credit towards a B.A. degree in Economics and Political Science.

In 1917, the academic structure at UND was changed as explained in the following excerpt from the 1925-26 UND catalog:

    The course in Commerce was organized in 1917-18 as a four year course within the College of Liberal Arts. The degree given was that of B.A. (Course in Commerce). The School of Commerce was organized as an independent school on a distinctly professional basis in 1924.

The offices of the faculty members at this time were all located in Merrifield Hall. It is therefore assumed that this is also where the courses were taught.
The primary focus of the instruction varied, depending on the faculty member and course being taught. This was the case, especially in the first years of this time period, because the discipline of marketing was still in an early stage of development. An established disciplinary basis had not yet been formed and many of the concepts used were borrowed from the economics and various behavioral sciences.

But as this time period drew to an end, it became more evident that there was a great deal of interest in the field of business, and that marketing was an important part of it. At the end of this time period classes focused on the practical application of business and marketing.

Curriculum

The courses offered during this time period were not initially identified with the name "marketing". It wasn't until 1924 that the first course entitled "Marketing" was offered. However, there were marketing-related courses offered in the Economics and Political Science Department as early as 1914. (A complete listing of these courses are found on the Curriculum Chart in the Appendices.)

A course entitled "Insurance" was offered in the academic year 1914-15. It focused on the practical aspects of life and fire insurance and was available to "advanced undergraduates and graduates only".

In the 1916-17 academic year a course entitled "Salesmanship and Advertising" was offered.

In 1917-18 the marketing curriculum blossomed from two courses to six. The course dealing with insurance split into two specialized courses, which covered life insurance and fire insurance separately. Three courses dealing with foreign trade were also added. These were:

1) "Trade in Latin America"
2) "Trade of the Orient"
3) "International Trade and Foreign Exchange"
In the 1921-22 academic year several more changes were made. In the insurance area, "Insurance (Fire)" was replaced by "Insurance (Property)", which included other types of property insurance, in addition to fire.

Another curriculum change in this year pertained to the "Salesmanship and Advertising" course. Salesmanship and advertising were split into two individual courses. This split was made in response to increasing enrollments in the course and the need to treat each area adequately by devoting more time to it. This curriculum remained intact through the 1923-24 academic year.

In the 1924-25 academic year, the course entitled "Marketing" was added to the curriculum. At this time the field of marketing was still in the conceptual stage and many marketing concepts were in the process of being developed. But, as can be seen in the following 1924-25 UND catalog description of the "Marketing" course, the scope of the discipline had become established:

Marketing. A fundamental course in the distribution of agricultural products, raw materials, and manufactured goods. It includes a study of the place of the middleman in the marketing structure, types of retail stores, brands and trade names, price policies, unfair competition, standardization of cooperative marketing, speculation, and a critique of the present marketing system.

The emphasis in this course was on the practical application of marketing techniques. This was made evident by one of the requirements of the course. Each student was to prepare a "detailed report on the marketing of a specific product".

Another course was also added to the curriculum in this academic year. The course name was "Principles of Retail Merchandising" and it further emphasized the practical aspects of marketing.

In conclusion, it can be seen that considerable growth was experienced in the marketing-related curriculum during this ten year time span. From 1914 to 1925 ten marketing-related courses were added. In the 1924-25 academic year the marketing-related courses offered were:

1) "Insurance (Life)", 3 credits
2) "Insurance (Property)" 3 credits
3) "Salesmanship", 3 credits
4) "Advertising", 3 credits
5) "Trade in Latin America", 3 credits
6) "Trade of the Orient", 3 credits
7) "International Trade and Foreign Exchange", 3 credits
8) "Marketing", 3 credits
9) "Principle of Retail Merchandising", 3 credits

Faculty

There were seven faculty members who taught marketing-related courses at UND during this time period (A listing of all faculty members who are believed to have taught marketing-related courses can be found on the Faculty Chart in the Appendices). Of these seven faculty members only three seemed to have been principally responsible for teaching marketing courses. The other four faculty members seem to have been employed in the instruction of other areas of economics and political science, teaching marketing-related courses only occasionally.

Table 1 contains a listing of those faculty members whose area of emphasis was not marketing, but who taught various marketing courses.

TABLE 1
UND FACULTY MEMBERS WHO TAUGHT MARKETING COURSES FROM 1914-1925, BUT WHOSE AREA OF EMPHASIS WAS NOT MARKETING

<table>
<thead>
<tr>
<th>Faculty Member</th>
<th>Years in Residence During Time Period</th>
<th>Principle Area of Instruction</th>
<th>Marketing Areas Taught</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) James Boyle</td>
<td>1915-16</td>
<td>economics</td>
<td>insurance</td>
</tr>
<tr>
<td>2) Frederick Kirtland</td>
<td>1917-18</td>
<td>economics</td>
<td>insurance</td>
</tr>
<tr>
<td>3) John Ballard</td>
<td>1919-20</td>
<td>business admin.</td>
<td>insurance, salesmanship, &amp; advertising</td>
</tr>
<tr>
<td>4) Claude Tharp</td>
<td>1921-22 through 1928-29</td>
<td>business admin.</td>
<td>salesmanship &amp; advertising</td>
</tr>
</tbody>
</table>
Apparently the first faculty member to be primarily responsible for marketing-related courses was George Milton Janes, an assistant professor. He came to UND in the 1917-18 academic year and remained through the 1918-19 academic year. He taught four marketing-related courses: 1) "Salesmanship and Advertising", 2) "Trade in Latin America", 3) "Trade of the Orient", and 4) "International Trade and Foreign Exchange".

Another faculty member of this time period who taught several marketing-related courses was Assistant Professor Jesse Hickman Bond. Apparently, he came to UND as a replacement for Janes. He taught all of the courses Janes previously taught, except "Salesmanship" and "Advertising". Bond didn't teach any of these courses after his first year, although he remained at UND through 1927-28. He did, however, teach different courses dealing with insurance.

The last faculty member of this time period to instruct primarily in marketing was Assistant Professor Clare Wright Barker. He came to UND in the 1924-25 academic year and remained through the 1926-27 academic year. Mr. Barker was the first faculty member at UND to teach the course entitled "Marketing". He was also the first faculty member to hold the title of "Assistant Professor of Marketing and Merchandising". All of the courses he taught were marketing-related.

As marketing courses became more plentiful, the UND catalog department title that these courses were listed under changed to "Economics and Business", as first listed in the 1925-26 UND catalog.

Economics and Business (1925-1934)

Introduction

An independent School of Commerce was organized in 1924 as a two year professional school, and a specific curriculum for it was approved by the University Council in January of 1925. The stated purpose of the School as expressed in the UND catalog was to, "give a solid substantial training of fundamental business principles".

This change provided for a new degree to be conferred on graduates of the commerce disciplines. The Bachelor of Arts, B.A. (Course in Commerce) degree, which had been awarded before 1925, was replaced by the Bachelor of Science in Commerce, B.S.C. The degree of Master of Science in Commerce, M.S.C., was conferred upon those who successfully completed a year of prescribed graduate work.

The School of Commerce was housed on the first floor of the School of Law building. This space contained several lecture and recitation rooms, offices for members of the faculty, an accounting laboratory, and a commerce reading room.

A total of eleven groups of courses, called "elective groups", were offered. They are itemized below:

1) General Business
2) Accounting
3) Banking and Finance
4) Commercial Secretaryship
5) Economic Theory
6) Foreign Trade and Consular Service
7) Insurance
8) Merchandising
9) Public Administration
10) Secretarial Work
11) Teaching and Commercial Subjects

Marketing courses were required for each of these elective groups, but the marketing curriculum was concentrated in the Merchandising elective group. In the 1925-26 academic year a student who wished to get a B.S.C. degree with an emphasis in Merchandising was required to complete four marketing courses, namely 1) "Marketing", 2) "Merchandising", 3) "Advertising", and 4) "Salesmanship". They were also encouraged to take other marketing courses as electives.

In the 1933-34 academic year the course "Merchandising" was replaced by "Principles of Retail Merchandising" and the course "Problems in Marketing and Merchandising" was added to the Merchandising elective group in the curriculum.
As a discipline in the School of Commerce, the marketing curriculum gained academic respectability. Its primary focus was still on the practical application of marketing techniques, but most of the other courses in the School of Commerce were also directed toward practical applications to a business setting as well. The practical application of "fundamental business principles" was the guiding orientation of most business schools of that time and the School of Commerce at UND had become a member of the American Association of Collegiate Schools of Business, an accrediting organization.

Specialized courses in marketing continued to be developed during this time period and it was becoming increasingly clear that the field of marketing should be separately identified under the UND catalog heading "Economics and Business". This was finally realized in the 1934-35 academic year when the title "Marketing and Management" identified the marketing courses in the Economics and Political Science Department.

Curriculum

As previously indicated, the marketing course curriculum underwent many changes in the nine years of this time period (1925-34). Eight courses were added and nine were dropped from the curriculum. (See the Curriculum Chart in the Appendices.)

The greatest degree of change in courses occurred during the first year of this period (1925-26). Three courses were modified in the curriculum.

In the insurance area, "Insurance (Life)" and "Insurance (Property)" were replaced by "Life Insurance" and "Property Insurance". This was more than a simple change in nomenclature. The 1925-26 UND catalog description indicated that the latter courses were broader and more inclusive than were the previous ones.

A similar modification occurred in the other course change of this year. "Foreign Trade and Exchange replaced "International Trade and Foreign Exchange". The new course specifically covered the "marketing functions in international trade" as well as other topics that were not covered in the earlier course.
The following year (1926-27) "Problems in Retail Merchandising" was added to the curriculum. This was a two level course for advanced students. The first level was taught in the first semester for three credits, and the second level was taught in the second semester for two credits. The course was practical in nature and was described in the 1926-27 UND catalog as useful for developing "an executive insight into the problems of retail store operation".

The next change in curriculum involved insurance. In the 1928-29 academic year, "Life Insurance" and "Property Insurance" were discontinued and replaced by "Insurance Problems". The 1928-29 UND catalog describes the new course as covering various "insurance principles and practices with emphasis on the practical aspects". This course focused on the practical problem areas that could develop in life insurance and in various types of property insurance.

In the next year (1929-30) "Trade in Latin America" and "Trade of the Orient" disappeared from the UND catalog. It is unclear whether these courses were ever in fact taught. Although they were listed in the UND catalogs for twelve consecutive years, it could not be confirmed by any other source that they were actually taught.

Also "Problems in Retailing" was added to the curriculum in this year. This course further emphasized the practical orientation that marketing courses of this time were developing by focusing on the "problems of department stores, chain stores, specialty stores, and the small general store" as explained in the course description in the 1929-30 UND catalog.

In the last year of this period (1933-34) "Insurance Problems" was discontinued, leaving the marketing curriculum without a course dealing with insurance. In this same year another course, "Problems in Marketing and Merchandising" was added to the curriculum. This course was originally the second level of the "Problems in Retailing" course, and it focused on "the problems associated with the wholesale distribution of various commodities and manufactured products".

In summary, the marketing curriculum of this time period underwent a transition from marketing-related courses to marketing courses. They had acquired titles and content which focused almost exclusively on marketing topics.
Another characteristic of the development of the marketing curriculum of this time period pertains to the number of marketing courses being taught. In the academic year 1925-26 there were nine marketing-related courses. By 1933-34 there were only eight courses being taught. This slight reduction in the number of different marketing courses in the marketing curriculum is deceptive. The enrollment in marketing courses was increasing. Also, the courses offered by the last year of this period (1933-34) were markedly more practical in nature than those which were offered at the beginning of the period. Table 2 contains a listing of marketing courses and the number of sections each course was offered in during this period (1925-1934).

**TABLE 2**

MARKETING COURSES AND YEARS THESE COURSES WERE OFFERED BY NUMBER OF SECTIONS

<table>
<thead>
<tr>
<th>Course</th>
<th>Sections</th>
<th>Years Offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salesmanship</td>
<td>1</td>
<td>1925-28</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>1929-34</td>
</tr>
<tr>
<td>Advertising</td>
<td>1</td>
<td>1925-28</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>1929-34</td>
</tr>
<tr>
<td>Foreign Trade and Exchange</td>
<td>1</td>
<td>1925-34</td>
</tr>
<tr>
<td>Marketing</td>
<td>1</td>
<td>1925-28</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>1929-34</td>
</tr>
<tr>
<td>Problems in Marketing and Merchandising</td>
<td>1</td>
<td>1925-34</td>
</tr>
<tr>
<td>Principles of Retail Merchandising</td>
<td>1</td>
<td>1925-29, 1933-34</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>1930-32</td>
</tr>
<tr>
<td>Problems of Retail Merchandising</td>
<td>1</td>
<td>1925-34</td>
</tr>
<tr>
<td>Problems in Retailing</td>
<td>1</td>
<td>1925-34</td>
</tr>
</tbody>
</table>

Faculty

There were twelve faculty members who taught marketing courses during this time period (1925-1934). Three of them held the title of assistant professor of marketing and merchandising and taught the majority of their courses in marketing. The remaining nine faculty members taught some marketing courses but their primary instructional emphasis was in some other discipline. (The
listing of all faculty members who taught marketing courses are found in the Faculty Chart in the Appendices).

Table 3 contains a listing of the faculty members who taught various marketing courses and the years in this period that they taught them, but whose emphasis was elsewhere.

<table>
<thead>
<tr>
<th>Faculty Member</th>
<th>Years Marketing Courses Were Taught by Faculty Member</th>
<th>Primary Instruction Focus</th>
<th>Marketing Areas Taught</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Jesse Bond</td>
<td>1925-28</td>
<td>Economics</td>
<td>Insurance</td>
</tr>
<tr>
<td>2) Claude Tharp</td>
<td>1925-29</td>
<td>Finance</td>
<td>Advertising &amp; Salesmanship</td>
</tr>
<tr>
<td>3) Theodore Smith</td>
<td>1926-27</td>
<td>Economics</td>
<td>Insurance</td>
</tr>
<tr>
<td>4) Solly Hartzo</td>
<td>1927-28</td>
<td>Political Science</td>
<td>International Marketing</td>
</tr>
<tr>
<td>5) Edwin Hellebrandt</td>
<td>1928-29</td>
<td>Economics</td>
<td>Insurance</td>
</tr>
<tr>
<td>6) Donald Pymm</td>
<td>second semester 1928-29</td>
<td>Finance</td>
<td>International Marketing</td>
</tr>
<tr>
<td>7) Albert Schwieger</td>
<td>1929-30</td>
<td>Economics</td>
<td>International Marketing</td>
</tr>
<tr>
<td>8) Karl Scott</td>
<td>second semester 1930-31, 1931-32, 1932-33</td>
<td>Economics</td>
<td>Insurance &amp; International Marketing</td>
</tr>
<tr>
<td>9) Ben Dorfman</td>
<td>1931-32</td>
<td>Finance</td>
<td>International Marketing</td>
</tr>
</tbody>
</table>

Of the three faculty members who taught primarily in the areas of marketing, Clare Barker was the first to hold the title of assistant professor of marketing and merchandising at UND. He was also the first to teach the course "Marketing." He remained at UND for three years, from 1924-25 through the 1926-27 academic year. He was the principal marketing instructor throughout his residence.
Spencer Larsen was given the title of instructor in marketing and merchandising when he started at UND. In the next year, 1928-29, the title assistant professor of marketing and management was awarded him. His academic status was again raised in 1933 when he was promoted to associate professor of marketing and management. He retained this rank through the remainder of this period.

Larsen's main contribution to the marketing curriculum of this time seems to be in directing it towards a more practical content. He taught most of the courses dealing with retailing, merchandising, salesmanship, and advertising. Two practical marketing courses, "Problems in Marketing and Merchandising" and "Problems in Retailing" were added to the curriculum while he was in residence.

Larsen was also the author of a pamphlet entitled Student Expenditures at the University of North Dakota September to June 1932-33. This study focused on low cost living arrangements for students enrolled at UND. It contained pictures of "Camp Depression", the name given to a group of converted railroad cars that were used as dormitories for male students. The cost of living for students who stayed at "Camp Depression" was measured by Larsen and was found to be lower than other living arrangements at UND. This pamphlet is the first known published research study by a UND marketing faculty member.

The third marketing faculty member of this time period, Ira Anderson, apparently came to UND to replace Mr. Larsen for a year when Larsen was off-campus (1931-32). There is very little information available on Mr. Anderson, but it can be determined that he did teach the same courses listed in the UND catalog that were previously taught by Larsen. It is also unclear why Larsen was absent in this year.

In summary, this period witnessed the beginning of the formation of a faculty in the discipline of marketing. One marketing faculty member, Spencer Larsen, was the principal marketing faculty member throughout most of this time period.
Marketing and Management Department (1934-1951)

Introduction

This period covers the years from the formation of the Marketing and Management Department in 1934 to the formation of separate marketing and management departments in 1951.

This was a period of considerable changes in faculty and courses. Much of this change was a result of historical events external to the University (worldwide depression and World War II).

In the years that corresponded with the depression era, the marketing faculty experienced some turnover. Spencer Larsen, who had served as the principal marketing faculty member in the previous time period, continued through the first three years of this time period. He left UND permanently after the first semester of 1937-38. His replacement, Wayne McNaughton came to UND soon after Larsen left, but only remained for three years.

Stability in the marketing faculty came with the addition of Willard Davenport to the faculty in the second semester of 1941-42. Davenport left the faculty after five semesters to teach U.S. soldiers college level courses while they waited to be transported back to the U.S. after World War II. He then returned to UND and remained throughout the rest of this period.

With Davenport's return, and that of U.S. servicemen who had fought in World War II, came a period of tremendous growth in the department. Many courses were added to the curriculum and additional faculty were added to teach these new courses.

Davenport directed the instructional focus towards retailing applications, but this traditional approach to the study of marketing was supplemented by increased emphasis on managerial decision making and quantitative market analysis. Many new concepts were incorporated into the marketing curriculum.
The marketing curriculum underwent many changes during the seventeen years of this time period. A total of 26 courses were added to the curriculum and 22 courses were discontinued. The course additions and deletions from the curriculum are described below in sequence. (All curriculum changes are also illustrated on the Curriculum Chart in the Appendices).

"Marketing for Consumers". This course was added in the first year of this time period (1934-35). It was a marketing principles course that, according to the UND catalog, was designed to familiarize students with "problems of consumers as buyers". This course was offered throughout this time period.

"Insurance Problems". This course was reintroduced to the curriculum in 1935-36. It had last been taught in the 1932-33 academic year. It was discontinued again in the 1942-43 academic year.

"Principles of Marketing". This course was also added in the 1935-36 academic year. It was discontinued in the next year but was returned to the curriculum in the 1946-47 academic year. This course was listed as "Principles of Marketing" in the Registrar's Report to the President but as "Marketing" in the UND catalogs at this time. It is described in the 1946-47 UND catalog as "a fundamental course in the distribution of agricultural products, raw materials, and manufactured goods". It was discontinued again after 1947 and was not offered again during the remainder of this time period.

"Foreign Trade and Exchange". This course was no longer listed in the UND catalog in 1935-36. Neither was it possible to verify in another source whether the course was actually taught in the two previous years that it was listed in the catalog. However, it was again returned to the curriculum in the 1939-40 academic year, and it remained there for three consecutive years, after which it was again discontinued. It was listed again in 1946-47 and 1947-48, and was listed in the UND catalog as having been offered in the 1948-49 academic year, but again there is no available evidence that it was actually taught.
"Problems in Retail Merchandising". This is another class that was discontinued in 1935-36. "Problems in Retail Merchandising" was a senior level practical course that was only taught by one instructor, Spencer Larsen. It was probably a course that required expertise in retail merchandising and such expertise was lost when Larsen left UND. The course was again added to the curriculum for the academic year of 1941-42.

"Problems in Retailing". This was another course which was discontinued in 1935-36. However it was offered again in 1946-47 and 1947-48, was not offered in 1948-49, but was reintroduced for the final two years of this period, 1949-50 and 1950-51.

"Cooperative Marketing". In the 1937-38 academic year "Cooperative Marketing" was added, and it remained in the curriculum for seven consecutive years. It was returned to the curriculum in 1946-47, after not being offered for two years, and remained there for the rest of the time period.

"Trade in Latin America". This course was also returned to the curriculum in the 1937-38 academic year. However, it was discontinued again the following year. Although it was listed in the UND catalog again in 1948-49, it could not be verified that it was actually taught.

"Problems in Marketing and Merchandising". This course was discontinued in 1941-42. However, it was returned to the curriculum in the following year. It was again discontinued in 1944-45, but returned again in 1946-47 and remained as a part of the curriculum for the rest of this time period.

"Life Insurance" and "Property Insurance". These courses were returned to the curriculum in 1942-43 and remained for six consecutive years.

"Principles of Retail Merchandising". In 1943-44 this course was discontinued, but only for one year. It was returned to the curriculum in 1944-45, where it remained throughout this period. However, it cannot be verified that the course was actually taught in 1948-49 and 1949-50, although it was listed in the UND catalog.
"Salesmanship" and "Advertising". Both courses were discontinued in 1944-45, but were immediately returned to the curriculum in 1945-46 where they remained for the rest of the time period.

"Field Work in Marketing". This course was added to the curriculum in 1946-47 and remained there for the rest of this time period. However, it couldn't be verified whether it was actually taught in 1948-49 and 1949-50.

"Trade of the Orient". This course was added to the UND catalog in 1948-49, but it couldn't be verified in any other source as actually having been taught. It was discontinued in the next year and was never returned to the curriculum.

"Sales Administration", "Advertising Campaigns", and "Buying for Retail Stores". These courses were added to the curriculum in 1949-50. All three remained a part of the curriculum through the end of this period.

In conclusion, there are several features of the curriculum changes in this period which deserve special note.

This time period was situated between two tumultuous periods of world history. It began during a worldwide depression and continued through the years of the second world war. Each of these events had an affect on the marketing curriculum.

During the depression era curricular changes focused initially on reducing the number of courses offered. In the later years of the depression, coursework was directed toward international trade and cooperative marketing.

Throughout the World War II years there was a further reduction in the number of courses offered. This culminated in 1944-45, the last year of the war, with a total of only five marketing courses in the curriculum. In the years between the end of the war and the end of this time period (1950-51) the marketing curriculum underwent a tremendous amount of growth, not only in the number of courses offered, but also in the number of sections taught. Table 4 contains a listing of the curriculum in 1950-51, the number of sections in each course, and the years of the period that it was taught in more than one section.
### TABLE 4

MARKETING COURSES AND THE YEARS THESE COURSES WERE OFFERED BY NUMBER OF SECTIONS

<table>
<thead>
<tr>
<th>Course</th>
<th>Sections</th>
<th>Years Offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) &quot;Salesmanship&quot;</td>
<td>1</td>
<td>1943/44, 1947/48-1949/50</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>1934/35-1942/43, 1945/46-1946/47</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>1950/51</td>
</tr>
<tr>
<td>2) &quot;Sales Administration&quot;</td>
<td>1</td>
<td>1949/59-1950/51</td>
</tr>
<tr>
<td>3) &quot;Advertising&quot;</td>
<td>1</td>
<td>1938/39, 1945/46, 1949/50</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>1946/47-1948/49, &amp; 1950/51</td>
</tr>
<tr>
<td>4) &quot;Advertising Campaigns&quot;</td>
<td>1</td>
<td>1949/50-1950/51</td>
</tr>
<tr>
<td>5) &quot;Marketing&quot;</td>
<td>1</td>
<td>1943/44-1944/45, 1948/49-1949/50</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>1934/35-1942/43, 1945/46-1947/48</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>1950/51</td>
</tr>
<tr>
<td>6) &quot;Problems in Marketing and Merchantising&quot;</td>
<td>1</td>
<td>1934/35-1940/41, 1942/43-1943/44, 1946/47-1950/51</td>
</tr>
<tr>
<td>7) &quot;Marketing for Consumers&quot;</td>
<td>1</td>
<td>1943/44-1944/45, 1948/49-1950/51</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>1934/35-1942/43 &amp; 1945/46-1947/48</td>
</tr>
<tr>
<td>8) &quot;Cooperative Marketing&quot;</td>
<td>1</td>
<td>1937/38-1943/44, 1946/47-1950/51</td>
</tr>
<tr>
<td>9) &quot;Field Work in Marketing&quot;</td>
<td>1</td>
<td>1946/47-1950/51</td>
</tr>
<tr>
<td>10) &quot;Principles of Retail Merchandising&quot;</td>
<td>1</td>
<td>1934/35-1942/43, 1944-45</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>1945/46-1947/48 &amp; 1950/51</td>
</tr>
<tr>
<td>11) &quot;Problems in Retailing&quot;</td>
<td>1</td>
<td>1934/35, 1946/47-1949/50</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>1950/51</td>
</tr>
<tr>
<td>12) &quot;Buying for Retail Stores&quot;</td>
<td>1</td>
<td>1949/50-1950/51</td>
</tr>
</tbody>
</table>

Faculty

The Marketing and Management Department had eighteen different faculty members during the seventeen years of its existence. Most of these people were only in residence for a short time. Eight were in residence for only one semester. At times only one faculty member taught a majority of the marketing courses offered. With the exception of the second semester of 1947-48, there was never more than one faculty member during the period with the rank of assistant professor of marketing and management or higher. However, faculty members from other departments often taught marketing classes.
The following is a list of all the faculty members who taught marketing courses in this period, the semester(s) in which they taught them, and a summary of their residence at UND:

1) Spencer Larsen. Taught marketing courses in the academic year 1934-35, second semester 1936-37, and the first semester of 1937-38. Larsen remained an associate professor of marketing and management through the second semester of 1934-35. In 1935 he was promoted to professor of marketing and management but was given a leave of absence and didn’t return until the second semester of 1936-37. He taught the first semester of 1937-38, but then permanently left the faculty. He was the principal faculty member in marketing throughout his residence.

2) Gerald Tallman. Taught marketing courses in the 1935-36 academic year. Tallman was an assistant professor during his one year at UNO. He isn’t listed in any UND catalog but taught courses which Larsen was listed for. He seems to have been a replacement for Larsen during his absence.

3) W. C. Stockfeld. Taught marketing courses in the first semester of 1936-37. Stockfeld held the title of assistant professor of marketing and management. He appears to have been a replacement for Tallman. He died suddenly on Dec. 13, 1936.

4) R. E. Reynolds. Taught marketing courses in the second semester of 1937-38. Reynolds was an associate professor during his residence at UND. Very little information is available on him. He is only listed in the Registrar's Report to the President. He replaced Stockfeld for this one semester.

5) Sam Hagen. Taught marketing courses in the second semester of 1937-38, and the second semester of 1938-39 through the 1948-49 academic year. Hagen first taught a marketing course as the acting dean of the School of Commerce, professor of economics, and head of department, so it is obvious that marketing was not his instructional focus. However, foreign trade was, and he taught all related courses exclusively.
6) Wayne McNaughton. Taught marketing courses from the first semester of 1938-39 through the 1940-41 academic year. McNaughton was awarded the title of associate professor of marketing and management when he came to UND and was promoted to a full professor in 1940. He was the first faculty member to hold the title of acting head of Department of Marketing and Management, as found in the UND catalogs. He was assisted in teaching the marketing curriculum by Sam Hagan and Edith Kay. He stayed at UND for three years.

7) Edith Kay. Taught a marketing course in the second semester of 1938-39. Kay was an assistant professor in personnel administration when she taught "Advertising". This is the only marketing course she taught. She left UND after this semester.

8) Harper Boyd. Taught marketing courses in the first semester of 1941-42. There is very little information available on Boyd. In all of the sources used, he was only listed in one, the Registrar's Report to the President, in which he was listed as an instructor. He replaced McNaughton for this one semester and left afterwards.

9) Willard Davenport. Taught marketing courses from the second semester of 1941-42 through the 1943-44 academic year, after which he was on a leave of absence for two years. He then returned to teach marketing courses again, from the first semester of 1946-47 through the first semester of 1963-64. Davenport was awarded the title of associate professor and acting head of the Department of Marketing and Management when this period ended in 1950. On his leave of absence in 1944-45 he filled the position of assistant director of research, Institute of Transit Advertising, Chicago, Illinois. In 1945-46 he took the position of instructor in retailing, Biarritz, American University, Biarritz, France. Here his job was "to teach U.S. soldiers after World War II during their delay before returning to the U.S." Davenport's instructional focus was retailing and this orientation heavily influenced the Marketing and Management Department's instruction throughout this period.

10) Dorothy Denison. Taught a marketing course in the first semester of 1945-46. Denison was listed as an assistant in the School of Commerce in the
1946-47 UND catalog. She filled in the marketing faculty by teaching "Salesmanship" during one semester of Davenport's leave of absence.

11) Walter Kaloupek. Taught marketing courses in the 1944-45 academic year. Kaloupek was an associate professor of political science during this year, but he taught marketing courses during Davenport's leave of absence.

12) Ezra Towne. Taught marketing courses in the first semester of 1944-45 and 1945-46. Towne was dean of the School of Commerce and professor of economics and political science at this time, but taught "Marketing for Consumers" in the years during Davenport's leave of absence.

13) William Koenker. Taught marketing courses in the second semester of 1945-46. Koenker was an instructor in economics at this time. He taught "Principles of Retail Merchandising" and "Advertising" in this semester because of Davenport's leave of absence.

14) John Ambrose. Taught marketing courses in the second semester of 1947-48. Ambrose was listed as an assistant professor of marketing and management in the 1948-49 UND catalog. This is the only semester during this period when more than one marketing faculty member held a rank other than instructor. However, Ambrose left the faculty after this one semester.

15) Jewell Simmons. Taught marketing courses in the 1948-49 and 1949-50 academic years. Simmons was a part-time instructor in marketing and management. She taught "Advertising" and "Advertising Campaigns".

16) Helen Kjelmer. Taught marketing courses from the second semester 1946-47 through the 1951-52 academic year. Kjelmer was an instructor in marketing and management in her first year at UND and was promoted to assistant professor in 1950. She transferred to management when management separated from the Marketing Department. However, before that time she was responsible for the "Cooperative Marketing" and "Marketing for Consumers" courses.
17) Milton Matthews. Taught marketing courses in the 1949-50 academic year and the first semester of 1950-51. Matthews was listed as an instructor in marketing and management. However, it can only be verified that he taught marketing courses in the first semester 1950-51, when he taught "Marketing for Consumers", "Buying for Retail Stores", and "Advertising Campaigns".

18) Roger Perry. Taught marketing courses in the second semester of 1950-51. Perry was an instructor who replaced Matthews. He taught three marketing courses in this semester: 1) "Marketing", 2) "Advertising", and 3) "Advertising Campaigns". He remained at UND in the newly formed Marketing Department through 1951-52.

As can be seen from the above listing, the marketing faculty during this period experienced considerable turnover. Willard Davenport was the primary stabilizing faculty member of this period, and he remained at UND well into the next period, when management was separated from the Marketing Department. His residence spanned twenty-one years, of which eight were in this time period.

In 1951 marketing and management were reorganized as separate departments. When this happened Davenport and Perry remained in the Marketing Department and Kjelmer went into the Management Department.

III. HISTORY OF THE MARKETING DEPARTMENT (1951 TO THE PRESENT)

Introduction

As shown by the previous section on the formative years of the Marketing Department, roughly thirty-five years were spent in the conceptual stages of the Department of Marketing.

In 1951 the University recognized marketing as a separate discipline and established the Marketing Department. The centennial year at UND marks the thirty-second year of the Department, and many changes have taken place in that time.
Curriculum

The Marketing Department has undergone many changes in its curriculum since the formation of the Department. In the first academic year of the Department (1951-52), eight courses were in the curriculum, one of which, "Marketing", was taught both semesters. In the most recent academic year, 1981-82, the marketing curriculum had expanded to nineteen courses, seven of which were offered in both semesters. The number of sections of these courses has also increased substantially since 1951.

In the following discussion, each course that has been offered by the Marketing Department since its formation in 1951 is discussed according to the order in which these courses were established. (All curriculum changes are illustrated on the Curriculum Chart in the Appendices). These courses are as follows:

"Life Insurance". This course was returned to the curriculum in 1976-77, was taught for three consecutive years through 1978-79, and remains in the UND catalog as part of the curriculum although it hasn't been taught since 1978-79. The 1982-84 current catalog description shows little change in this course from when it was last offered in 1947-48.

"Property Insurance". This course was returned to the curriculum along with "Life Insurance" in 1976-77, was taught for four consecutive years, through 1979-80, and remains in the UND catalog as part of the curriculum, although it has not been taught since 1979-80. Its current catalog description also shows little change from the earlier course, last offered in 1947-48.

"Principles of Insurance". This course was added to the curriculum in 1976-77 and it has remained on the curriculum since that time. It is described in the current UND catalog as covering "General and fundamental principles which apply to all forms of risk insurance". This course is currently offered during both semesters.

"Casualty Insurance". This course was offered under a special departmental catalog number as a temporary, experimental course. It was first offered in 1976-77, and was offered again the next year 1977-78, but was only taught in
one other year, 1979-80, before it was discontinued. It was never added to the permanent curriculum of the Department.

"Salesmanship". This course has been offered in every academic year since the Marketing Department was formed, and with the exception of 1944-45 it has been offered every year since it was introduced to the curriculum in 1921-22. As such it is the oldest marketing course to be taught at UND without a name change. Throughout its relatively long history the course has remained basically the same. Although this course has not been described at any length in any recent catalog, an older UND catalog (1954-55) did give a comprehensive description of the course that is still fairly accurate:

Actual selling process and the formulation of underlying selling policies. Analysis of the motives which prompt customers to buy, preparation and presentation of the sales talk - the arousing of interest, the meeting of objections, and the effective close. The planning of sales campaigns, the devising of selling methods, the selecting, training, and paying of salesmen. Class discussions will be supplemented by sales demonstrations.16

"Sales Administration". This course was offered during the first five years of the Marketing Department, from 1951-52 through 1955-56. It was also listed in the catalog during the next eight years, through 1963-64, but there is no verification that it was actually taught then. The 1954-55 UND catalog describes this course as involving "Selling from the executives' viewpoint, product research, market research, distribution research, departmental organizations, selection and training of salesmen, sales control and sales policies".17

"Industrial Selling". This course was listed in the UND catalog for eight years, from 1956-57 through 1963-64, but it cannot be verified as actually having been taught in any of these years.

"Sales Management". This course was a modification of the "Sales Administration" course, and served as its replacement in the curriculum from 1964-65 through 1973-74. The title and description were somewhat changed, but the course remained essentially the same as before the modification. It is described in the 1972-74 UND catalog as, "Selling from the point of view of the executive, product distribution and research, selection and training of sales personnel and sales policies".18
"Advertising". This course was taught at UND every year, beginning in 1921-22, when it was added to the curriculum, through 1955-56, with the exception of the 1944-45 academic year. It was also listed in the UND catalog through 1961-62, but it could not be verified as having been taught in any of these later years. The 1956-58 UND catalog described this course as a practical course in "general advertising, planned to familiarize the students with the types of advertising used in business; the use of appeals and the development of campaigns".19

"Advertising Campaigns". This course continued to be offered from the last time period through 1953-54. Therefore, it was a part of the marketing curriculum for a total of five years. The 1953-54 UND catalog describes this course as consisting of

Actual laboratory work in the organization of advertising campaigns for students with background in advertising theory. Use of national and local advertising, organization for national advertising market research, selection of media, sales promotion, and testing. Emphasis on campaign practice, plans and strategy, and correlation of media: newspapers, magazines, radio, direct mail, outdoor advertising, dealer displays, and packaging.20

"Problems in Advertising". This course was offered for ten consecutive years, from 1954-55 through 1963-64. However, verification was unavailable for five of these years. This course had the same UND catalog course description as "Advertising Campaigns", and it seems to have replaced that course in the curriculum.

"Advertising and Sales Promotion". This course replaced the "Advertising" course in 1964-65 and has been offered in every year since that time. However, it was not a new course, but simply a modification of the previous "Advertising" course to reflect the move to greater integration of the content of previously separate courses. It is described in the 1978 Course Descriptor as

...a basic course in advertising and sales promotional strategy. Emphasis is placed on the decision-making responsibilities of advertising managers. The course is intended to give students a ground in advertising principles as they relate to marketing.21
This course is still a part of UND's marketing curriculum.

"Principles of Advertising". This course was merely a transitional title change in the "Advertising" course prior to the 1964 change to "Advertising and Sales Promotion". It was only taught in one or two years and is only listed once in the UND catalogs (1962-64).

"Advertising Management". This course was a modification of the previous course "Problems in Advertising". The title of the course was changed in an effort to update its name with its description. It has been offered in every year since 1964-65, and is still a part of the marketing curriculum.

"Foreign Marketing". According to the UND catalog, this course was offered for eight consecutive years, from 1958-59 through 1965-66. It may have been offered again in 1967-68, but this cannot be verified in other sources. It is described in the 1962-64 UND catalog as, "Foreign marketing problems and techniques".

"International Marketing". This course was a modification of the previous "Foreign Marketing" course. The replacement occurred in 1975-76 and the course has been offered in every year since that time. A current description of the course could not be found, but it is basically the same course as its predecessor, "Foreign Marketing".

"Marketing". This course was apparently offered in every semester of this period through the second semester of 1961-62. However, this couldn't be verified for many of these years. It was the principles of marketing course at that time and is described in the 1960-62 UND catalog as, "Distribution of goods, marketing structure, pricing, competition, and marketing policies".

"Problems in Marketing and Merchandising". This course was listed in the UND catalog in every year of this period through 1963-64. However, it could be verified in only four of those years. This course underwent many name changes since 1933, when it was first offered as "Problems in Marketing". However, the basic course and course number remained the same.
"Marketing for Consumers". This course was added in the last period and was continued for at least six years in this period without any noticable changes. It is described in the 1954-55 UND catalog as explaining, "The development of the modern market, methods of marketing, the retail market, department stores..." 16 and other topics of marketing which related to the consumer.

"Principles of Marketing". This course was the result of a title change from the previous "Marketing" course that was first noted in the 1962-63 UND catalog. In 1964-65 it was offered in both semesters, and it has been offered each semester from that time to the present. It is a fundamental course in marketing and is a required course for all business majors. It is described in the most recent Course Descriptor as

...a marketing lecture course designed to introduce the student to the entire marketing system by which products and services are planned, priced, promoted, and distributed in order to satisfy consumer wants and needs. Also emphasized is the relationship between marketing and the public sector, the place of marketing in our socio-economic system, and proposals for increasing the efficiency of our marketing system.24

"Cooperative Marketing". There is only one year, 1955-56, for which it can be verified that this course was actually taught on campus. This course dealt with the various aspects of cooperative enterprises. It is presently offered by correspondence but does not carry credit at UND.

"Field Work in Marketing". This course was a practical marketing course which involved work in "some phase of marketing".25 Written reports and collateral readings were required as well. It was last listed in the UND catalog in 1965-66.

"Marketing Industrial Goods". It is unclear whether this course was ever actually taught, as it was only in one UND catalog (1953-55) and cannot be verified in any other source. It seems to have been replaced in the 1956-58 catalog by "Industrial Selling".

"Special Problems in Marketing". From 1954 to 1960 this was a senior level course and from 1960 to 1964 it was a graduate level course. It is described in the 1954-55 catalog as, "a review of literature in the field".17 Its description remained accurate when it became a graduate level course.
"Seminar in Marketing". This course was taught intermittently between 1955-56 and 1965-66, although it was listed in the UND catalogs through 1976-78. According to the 1967-69 UND graduate catalog, it dealt with "Research and classroom reports on topics of general importance to marketing".

"Theory in Marketing". This course was listed in the UND catalogs intermittently between 1956-57 and 1963-64. It was a course which focused on, "A study and discussion of the objectives and concepts in marketing..." according to the 1956-58 UND catalog.

"Consumer and Market Behavior". This course has been offered in multiple sections since it was established in the 1964-65 academic year and it is still a part of the present marketing curriculum. The 1978 Course Descriptor describes it as

...primarily a lecture course to make the student aware of the critical role the consumers play in deciding the future of the brand, to enable him/her to appreciate the persuasive efforts carried out by advertisers to influence the consumer, and to aid the student in building the bridge between the concepts of social sciences and the real world of marketing.

"Marketing Management". This course has been taught every year since 1964-65, and in both semesters of 1976-77 and from 1979-80 to the present. It is described in the current Course Descriptor as "...essentially a case course designed to enhance the decision-making abilities of the individual". It is a modification of the previous course entitled "Problems of Marketing and Merchandising" and is a required course for all students majoring in marketing.

"Management of Marketing Institutions". This course has been offered every year since 1964-65 and is still a part of the marketing curriculum. It involves its students in working with an actual business. The current Course Descriptor says, "Student groups serve as retail consultants and assist firms in solving marketing/retailing problems".

"Marketing Institutions". This course was renamed from the previous "Principles of Retail Merchandising" course. It was offered from 1964-65 through 1975-76, when it was renamed "Retailing" in the 1976-78 UND catalog.
"Directed Studies in Marketing". This course has been offered since 1973-74 and is still a part of the marketing curriculum. It was formerly known as "Field Work in Marketing".

"Seminar: Quantitative Marketing". This course is a modification of the course "Seminar" which focuses toward the quantitative methods of marketing rather than the qualitative. It has been taught in the place of "Seminar" for three years, 1975-76, 1977-78, and 1981-82, and involves "Research and discussion of topics of general importance to contemporary marketing" \(^28\), according to the current UND catalog.

"Marketing Information". This course is a modification of the earlier "Marketing Research" course. This change became effective in 1976-77 and the modified course involved "Analysis and interpretation of marketing data, questionnaire building and methods of sampling" \(^28\), according to the current UND catalog.

"Internship in Marketing". This course was introduced to the curriculum in 1980-81 and is similar to the "Management of Marketing Institutions" course. It involves, "Practical off-campus experience with selected participating firms" \(^15\), according to the current UND catalog.

"Marketing Administration". This is a graduate course required of students in the M.B.A. program, that was introduced to the curriculum when the M.B.A. program was started on campus. The 1981-83 graduate catalog states that it involves "marketing situation analyzed from the point of view of management" \(^29\).

"Retailing". This course is a modification of the earlier "Marketing Institutions" course, which became effective in 1976-77. It has undergone many name changes in its history and is listed in the Curriculum Chart in the appendices as "Principles of Retailing". It is described in the current UND catalog as "An analytical survey of the importance of marketing institutions and their methods of operation" \(^15\).

"Problems in Retailing". This course continued to be offered in the first several years after the formation of the Marketing Department. It is described in the 1953-54 UND catalog as a course "devoted mainly to a consideration of
the problems of department stores, chain stores, specialty stores, and the small general store" 30. This course became the "Management of Marketing Institutions" course in 1964-65.

"Buying for Retail Stores". This course complimented "Problems in Retailing" and was offered during the same years. It is described in the 1960-62 UND catalog as a course dealing with "Retail outlets, determination of what to buy, model stock plans, ordering, merchandise resources, and buying techniques" 23.

"Retail Store Management Problems". This course was introduced in 1953-54 and was a compliment to "Special Problems in Retailing". It appears to have been a continuation of the material discussed in that course since they both had the same course number. They were also both started and discontinued in the same year (1964-65).

"Special Problems in Retailing". This course was a compliment course to "Retail Store Management Problems". It was a senior division course from 1955 to 1959 and from 1960 to 1964 it was a graduate level course. The UND catalog described it as a course that involved "Supervised reading in the field" 17.

"Establishing and Managing a Retail Store". This course was offered briefly from 1959-60 through 1963-64. The 1962-64 UND catalog described it as involving "Emphasis on capital requirements, equipment and merchandise resources, and setting up of stock control systems" 25.

"Marketing Research/The Technique of Marketing Research". This course changed names several times, but it was always an undergraduate research course. It was offered from 1953-54 through 1975-76 when its name was changed to "Marketing Information".

"Graduate Research in Marketing". This course was offered under the heading of marketing from 1964-65 through 1973-74. It was offered again in 1981-82 under the heading of "Business and Public Administration". This change occurred because the Master of Business Administration program replaced the Master's degree in Marketing.
"Graduate Readings in Marketing". This is a graduate course which is currently offered as an elective to students in the M.B.A. program.

"Graduate Seminar in Marketing". This course was the graduate seminar course when UND had a master's program in marketing. It was discontinued in 1975.

"Thesis". A thesis was required to obtain a master's degree in marketing. However, it has not been listed since 1976-77 as a consequence of the discontinuation of the master's degree in marketing.

"Seminar". This course was introduced to the curriculum in 1966-67. But after 1976 this undergraduate course was listed as "Seminar: Quantitative" in the UND catalogs.

"Principles of Real Estate". This course was added to the curriculum in 1975-76. According to the current UND catalog it involves "Principles of real property ownership and transfer, contracts, types of deeds, leases, restrictions, real estate brokerage, property management, and land utilization".

"Real Estate Law". This course was added to the curriculum in 1976-77 and has been taught intermittently for three years through 1981-82. It involved various legal aspects that related to the field of real estate.

"Real Estate Finance". This course was added to the curriculum in 1977-78 and has been taught intermittently for four years through 1982-83. It is described in the current UND catalog as a course which deals with the "nature of real estate finance, financial sources, role of government, real estate financial instruments, loan processing, defaults and foreclosures in real estate finance".

"Real Estate Appraisal". This course was introduced to the curriculum in 1979-80 and was also taught in 1981-82. It dealt with various aspects of the appraisal process used with real estate valuation.

"Advanced Principles of Real Estate". This course was only offered in one year, 1980-81. It was a continuation of the "Principles of Real Estate" course dealing with other topics of real estate not covered in the earlier course.
"Wholesaling". This course was added to the curriculum in 1954-55 and involved "A study of the movement of goods from manufacturer to the retailer and industrial user" 17, according to the 1954-55 UND catalog.

By reviewing the curriculum changes that have occurred since the formation of the Marketing Department, it should be realized that the Department has constantly attempted to adapt to the needs of its students and the new developments in the discipline.

The growth rate in the number of courses and sections offered that was experienced in the last time period before the formation of the Marketing Department continued after the Department was formed. In the following table the courses offered and the number of sections in each course for the current marketing class schedule is shown.

**TABLE 5**

THE 1982/83 MARKETING COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Courses</th>
<th>Sections</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) &quot;Principles of Insurance&quot;</td>
<td>1 (Both semesters)</td>
</tr>
<tr>
<td>2) &quot;Salesmanship&quot;</td>
<td>2</td>
</tr>
<tr>
<td>3) &quot;Advertising and Sales Promotion&quot;</td>
<td>3</td>
</tr>
<tr>
<td>4) &quot;Advertising Management&quot;</td>
<td>1</td>
</tr>
<tr>
<td>5) &quot;International Marketing&quot;</td>
<td>2</td>
</tr>
<tr>
<td>6) &quot;Principles of Marketing&quot;</td>
<td>10</td>
</tr>
<tr>
<td>7) &quot;Consumer and Market Behavior&quot;</td>
<td>2</td>
</tr>
<tr>
<td>8) &quot;Marketing Management&quot;</td>
<td>1</td>
</tr>
<tr>
<td>9) &quot;Management of Marketing Institutions&quot;</td>
<td>1</td>
</tr>
<tr>
<td>10) &quot;Directed Studies in Marketing&quot;</td>
<td>1</td>
</tr>
<tr>
<td>11) &quot;Seminar: Quantitative Marketing&quot;</td>
<td>1</td>
</tr>
<tr>
<td>12) &quot;Marketing Information&quot;</td>
<td>3</td>
</tr>
<tr>
<td>13) &quot;Marketing Administration&quot;</td>
<td>1</td>
</tr>
<tr>
<td>14) &quot;Retailing&quot;</td>
<td>2</td>
</tr>
<tr>
<td>15) &quot;Graduate Readings in Marketing&quot;</td>
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<tr>
<td>16) &quot;Principles of Real Estate&quot;</td>
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<tr>
<td>18) &quot;Real Estate Finance&quot;</td>
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By comparing this schedule with earlier ones it can be seen how the current marketing curriculum has gone through a metamorphosis in instructional focus as well as growth.
Since the Marketing Department was formed in 1951, there have been fifty-seven faculty members who have taught a variety of marketing courses. Many of these people were not full-time faculty members and, in several cases, they were not primarily marketing faculty members. However, they are included if they taught at least one marketing course offered at UND.

The following is a list of all these faculty members, the semesters in which they taught a marketing course, and appropriate comments about each. (A graphical illustration of these faculty members and the years that they taught marketing courses can be found on the Faculty Chart in the appendices.)

1) Willard Davenport. Taught marketing courses from the second semester of 1941-42 through the second semester of 1943-44, after which he was on a leave of absence for two years. He returned for the first semester of 1946-47 and remained through the first semester of 1963-64. Davenport was given the title of professor and head of Department of Marketing and Management in 1950, immediately before the formation of the Marketing Department. When the Department was formed, he remained in the Marketing Department and became its first chairman. His tenure ended abruptly with his death in March of 1963. Throughout his twenty-two years on the marketing faculty, he guided and directed its growth.

2) Helen Kjelmer. Taught marketing courses from the second semester of 1946-47 through the second semester of 1951-52. Kjelmer, who was awarded the title of assistant professor in 1950, taught "Cooperative Marketing" and "Marketing for Consumers". However, she joined the Management Department when marketing and management became separate departments.

3) Roger Perry. Taught marketing courses from the second semester of 1950-51 through the second semester of 1951-52. Perry was an instructor in marketing and taught "Advertising", "Advertising Campaigns", "Marketing", and "Salesmanship".
4) George Hartman. Taught marketing courses from the first semester of 1952-53 through the second semester of 1953-54. Hartman was an assistant professor of marketing. Information on the courses he taught is unavailable.

5) Donald Hage. Taught marketing courses from the first semester of 1954-55 through the second semester 1956-57. Hage was an associate professor of marketing and taught a range of eight marketing courses during his residence.

6) Frank Johnson. Taught marketing courses from the first semester of 1955-56 through the second semester of 1956-57. Johnson was an instructor in marketing and taught "Salesmanship", "Sales Administration", "Problems in Advertising", and "Marketing for Consumers".

7) Ward Casper. Taught marketing courses from the first semester of 1957-58 through the second semester of 1958-59. Casper was an instructor in marketing and was a replacement for Hage.

8) Arthur Done. Taught marketing courses from the first semester of 1956-57 through the second semester of 1957-58. Done was an instructor in marketing. There is no information available on the courses that he taught.

9) Rich Stuart. Taught marketing courses during both semesters of 1958-59. Stuart was an assistant professor of marketing who replaced Done.

10) William Brannen. Taught marketing courses from the first semester of 1959-60 through the second semester of 1960-61. Brannen was an instructor in marketing who replaced Stuart.

11) James Spalding. Taught marketing courses from the first semester of 1959-60 through the second semester of 1962-63. Spalding was an instructor in marketing who replaced Casper. He taught "Salesmanship", "Marketing Research", and "Wholesaling".

12) Donald G. Anderson. Taught marketing courses in both semesters of 1961-62 and then left the faculty. He returned for the first semester of
1963-64 and he has remained on the faculty up to the present time. Anderson first came to UND as an assistant professor in marketing to replace Brannen, who was an instructor. He remained at UND through that academic year and left before the next (1962-63). Upon Davenport's death in the second semester of 1963-64, Anderson returned as a full professor and chairman of the department. He has remained on the faculty since that time and still holds the above title, although he relinquished the chairmanship for three years from 1975-78. Anderson directed the Marketing Department's curriculum changes from the practical retailing application to a broader conceptual framework.

13) John Erickson. Taught marketing courses from the first semester of 1963-64 through the second semester of 1964-65. Erickson was an instructor in marketing who replaced Spalding. He taught "Salesmanship", "Advertising and Sales Promotion", and "Consumer and Market Behavior".

14) James Cronin. Taught marketing courses from the first semester of 1962-63 through the second semester 1964-65. Cronin was an assistant professor in marketing who replaced Anderson in 1963. He taught "Principles of Marketing", and "Marketing Institutions".

15) Mary Kirksey. Taught marketing courses during both semesters of 1965-66. Kirksey was an assistant professor who replaced Erickson. She taught "Advertising and Sales Promotion", "Principles of Marketing", and "Marketing Institutions".


17) Earl Alberts. Taught marketing courses from the first semester of 1966-67 through the second semester of 1969-70. Alberts was an associate professor of marketing who replaced Powers. He taught "Principles of Marketing", "Consumer and Market Behavior", and "Graduate Seminar in Marketing". He then went to the Management Department in 1970 as the department chairman.
18) Marland Lee. Taught marketing courses during both semesters of 1966-67. Lee was a part-time instructor who partially filled Kirksey's position. He taught "Salesmanship" and "Principles of Marketing".

19) David Bentley. Taught marketing courses during both semesters of 1966-67. Bentley was a part-time instructor who partially replaced Kirsey. He taught "Marketing Institutions", and "Seminar".

20) Richard Krull. Taught marketing courses from the first semester of 1967-68 through the second semester of 1968-69. Krull was an instructor in marketing who replaced Lee and Bentley. He taught five marketing courses during his tenure.

21) Alan MacDonald. Taught marketing courses during both semesters of 1968-69. MacDonald was an associate professor in marketing who filled an additional position on the marketing faculty. He taught "Principles of Marketing", "Graduate Seminar in Marketing", and "Seminar".

22) Cyril Logar. Taught marketing courses from the first semester of 1969-70 through the second semester of 1971-72. Logar was a part-time instructor, partially filling MacDonald's position. He stayed at UND and was advanced to a full-time instructor in his last two years (1970-72). He taught a range of five marketing courses during his three-year stay.

23) James Eaton. Taught a marketing course during both semesters of 1969-70. Eaton was a part-time instructor in marketing who partially replaced MacDonald. He taught "Principles of Marketing".

24) Terrance Williamson. Taught marketing courses from the first semester of 1970-71 through the second semester of 1975-76. Williamson was an assistant professor in marketing who replaced Krull. He stayed at UND for six years while he completed work on his Ph.D. and subsequently left the faculty.

25) Blair Mowry. Taught a marketing course during both semesters of 1970-71. Mowry was a part-time instructor in marketing who partially replaced Alberts. He taught only "Principles of Marketing" at UND.
26) Clair Rowe. Taught marketing courses from the first semester of 1971-72 through the second semester of 1974-75 and during both semesters of 1976-77. Rowe is currently dean of the College of Business and Public Administration. However, he taught the courses "Graduate Seminar in Marketing" from 1971-73 and "Seminar" from 1972-75 and in 1976-77.

27) Denny Arvola. Taught marketing courses during both semesters of 1971-72. Arvola was an assistant professor in marketing who replaced Mowry. He taught "Principles of Marketing", "Marketing Research", and "Retailing".

28) David Wheeler. Taught marketing courses from the first semester of 1972-73 through the second semester of 1973-74. Wheeler was an assistant professor in marketing who replaced Arvola. He taught "Principles of Marketing", "Consumer and Market Behavior", and "Marketing Research".

29) Neil Voeller. Taught marketing courses from the first semester of 1972-73 through the second semester of 1974-75 and in both semesters of 1976-77. Voeller was an instructor in his first three years at UND but his title was changed to visiting instructor in marketing for his last year. He taught "Principles of Marketing", "Consumer and Market Behavior", "Management of Marketing Institutions", and "Marketing Institutions".

30) Heiko De B. Wijnholds. Taught marketing courses from the second semester of 1974-75 through the second semester of 1978-79. Wijnholds was an associate professor in marketing from 1974-77. He became the chairman of the Marketing Department in 1975 and held that position through 1978. He became a full professor in 1977. He taught many courses but primarily international marketing and graduate courses.

31) Gerald Beaubien. Taught marketing courses from the first semester of 1975-76 through the first part of the first semester of 1977-78. Beaubien was an instructor in marketing who replaced Voeller. He taught "Salesmanship", "Principles of Marketing", "Consumer and Market Behavior", and "Retailing". He resigned before the end of the semester to accept employment in industry.
32) John Mulloy. Taught in the Department during the second semester of 1975-76. Mulloy was a part-time real estate lecturer. No further information is available on him.

33) Robert Johnson. Taught in the Department in the first semester of 1976-77, the second semester of 1978-79, and the second semester of 1981-82. Johnson was an attorney and a part-time lecturer in real estate law.

34) Donald L. Anderson. Taught in the Department from the first semester of 1976-77 through the second semester of 1977-78. Anderson was first a lecturer in insurance in the Economics Department in 1967. In 1976 he became a part-time lecturer in insurance with the Marketing Department.

35) David Vaaler. Taught in the Department from the first semester of 1976-77 through the first semester of 1978-79. Vaaler was a part-time lecturer in insurance. He taught "Property Insurance" and "Casualty Insurance".

36) Marvin Devig. Taught in the Department in the first semesters of 1976-77 and 1977-78. Devig was a lecturer in real estate finance.


38) Kerri Utzinger. Taught marketing courses from the second semester of 1977-78 through the second semester of 1978-79. Utzinger was an instructor in marketing. She taught "Principles of Marketing", "Management of Marketing Institutions", "Directed Studies in Marketing", and "Retailing".

39) Douglas Williams. Taught in the Department in the first semester of 1977-78. Williams was a part-time lecturer in insurance who finished teaching Beaubien's course for the semester.
40) Kirk Nestaval. Taught in the Department in the second semester of 1977-78. Nestaval was a lecturer in marketing who taught "Principles of Insurance".

41) Curtis Sandberg. Taught a marketing course in the second semester of 1977-78. Sandberg was a part-time lecturer who taught "Salesmanship".

42) Fred Batholomew. Taught in the Department from the first semester of 1977-78 through the second semester of 1981-82. Batholomew was a part-time lecturer in marketing who taught two courses in real estate, "Principles of Real Estate", and "Advanced Principles of Real Estate".

43) Richard Koppenhaver. Taught in the Department in the second semester of 1978-79. Koppenhaver was a part-time lecturer who taught "Life Insurance".

44) Donald Fisk. Taught a marketing course in the second semester of 1978-79. Fisk was a part-time lecturer who taught "Salesmanship".

45) G. Allan Pearson. Taught in the Department from the first semester of 1978-79 through the present time. Pearson is a part-time lecturer of insurance. He teaches "Principles of Insurance".

46) Samuel Himes. Taught marketing courses from the first semester of 1979-80 through the second semester of 1981-82. Himes was an associate professor of marketing who taught "Advertising and Sales Promotion", "Advertising Management", "International Marketing", "Principles of Marketing", and "Marketing Administration" during his three years at UND.

47) Barbara Eylands. Taught marketing courses in both semesters of 1979-80. Eylands received her M.B.A. degree at UND in 1979 and then began as an instructor in marketing. She replaced Utzinger and taught "Consumer and Market Behavior", "Retailing", and "Marketing Management".

48) Ray Reilly. Taught in the Marketing Department in the first semester of 1978-79 and 1981-82. Reilly was a part-time lecturer in real estate who taught "Real Estate Appraisal".
49) Heather O'Keefe. Taught marketing courses in the second semester of 1979-80 and then from the first semester of 1981-82 through the present. O'Keefe is currently a full-time temporary instructor. In 1979-80 she was listed as a part-time lecturer and in 1981-82 as an instructor. She has taught "Salesmanship" and "Principles of Marketing".

50) Orhan Erdem. Taught marketing courses from the first semester of 1980-81 through the present time. Erdem is an assistant professor of marketing. He replaced Kesavan and has taught "Principles of Marketing", "Seminar: Quantitative Marketing", "Marketing Administration", and "Marketing Information".

51) Dennis Elbert. Taught marketing courses from the first semester 1980-81 through the present time. Elbert is an associate professor who replaced Eylands. He has primarily taught "Advertising and Sales Promotion", and "Marketing Management".

52) Robert Wood. Taught marketing courses from the first semester of 1980-81 through the first semester of 1981-82. Wood was a temporary instructor who taught "Principles of Marketing", "Consumer and Market Behavior", and "Retailing".

53) Dave Ouradnik. Taught in the Department in the first semester of 1980-81. Ouradnik was a part-time lecturer who taught "Real Estate Finance" for one semester.

54) Charles Weingarton. Taught in the Department in the second semester of 1980-81 and from the second semester of 1981-82 through the present time. Weingarton is a part-time temporary instructor who has taught "Principles of Real Estate".

55) John Widdifield. Taught marketing courses from the second semester of 1981-82 through the present time. Widdifield is a full-time instructor who has taught "Principles of Marketing", "Consumer and Market Behavior", and "Retailing".
56) Doug Anderson. Taught marketing courses from the first semester of 1982-83 through the present time. Anderson is a full-time instructor. He replaced Himes and has taught "Principles of Marketing", "Advertising and Sales Promotion", and "Retailing".

57) Lynn Kvidt. Taught in the department from the first semester of 1982-83 through the present time. Kvidt is a part-time lecturer who taught "Real Estate Finance".

As can be seen by reviewing this faculty section, the Marketing Department has been in constant transition. Since the formation of the Department only two of its faculty have remained at UND long enough to provide stability to the faculty. Fortunately, they both have held the position of chair, which enabled them to provide long-term direction for the Department.

Davenport chaired the Marketing Department through its initial growth by emphasizing the retailing area of marketing. When Anderson replaced Davenport, he stressed a transition to a broader conceptual framework that is reflected in the curriculum today. Both men provided instructional leadership that enabled students of marketing to acquire the education needed to successfully enter the job market upon graduation.

Department Goals

The Marketing Department prepared a list of departmental goals in the spring of 1974. It was an attempt to identify those objectives which influenced the actions and planning of the Department at that time. These goals are listed below:

1. Adequate preparation of students for careers in marketing and related fields of business. By adequate preparation is meant: (1) a degree of preparation consistent with the needs of business organizations in those areas of marketing usually staffed by graduates of collegiate marketing programs; (2) a quality of preparation acceptable to the educational and professional associations which prescribe standards for marketing education. In accordance with this objective, the Department of Marketing will seek to keep abreast of
those economic and social transitions which have substantial impact on marketing and to maintain course offerings which reflect these transitions.

2. Provide for an interaction of students and faculty around marketing topics of mutual interest which are not included in the regular departmental curriculum. Particular attention will be given to the use of special topics and directed studies courses as vehicles by which this goal may be attained.

3. Foster interdisciplinary course offerings which focus on the interface of marketing and other economic and social disciplines.

4. Continued evaluation of instruction methods so as to employ those which are most effective in stimulating student learning. Particular heed will be paid to the use of methods of instruction which incorporate new developments of instructional technology and research.

5. Create a climate which will encourage high quality research and publication by departmental faculty.

6. Encourage the development of closer ties between the Department of Marketing and the business community and the Department of Marketing and government agencies.

7. Work for an expansion of the departmental library holdings so as to more adequately meet the needs of faculty and the business community.

8. Strive for the attainment of accreditation by the American Association of Collegiate School of Business Administration. As accreditation is granted to an entire business program and not to individual areas of business, the Department of Marketing will endeavor to support the overall effort of the College of Business and Public Administration to accomplish this objective.

9. Encourage the development of a Master of Business Administration program and to participate fully in it.
The Marketing Department has made mixed progress toward the attainment of these goals as explained below:

1) Progress toward Goal 1: As mentioned in the curriculum section, the Marketing Department constantly adapts its course offerings to keep abreast of changes in the academic and business environment. This is the primary goal of the Department and constant surveillance of current trends in the field of marketing is maintained.

2) Progress toward Goal 2: The course "Directed Studies in Marketing" has been offered at UND every semester since 1974, when this list of department goals was compiled. This course allows the student to focus on a specific topic of interest to him or her.

3) Progress toward Goal 3: This goal has been achieved only in part. An interdisciplinary course was developed with the Department of Political Science, which involved the creation of a fictitious promotional advertising campaign for the Guy/Young 1974 senatorial contest. Also another interdisciplinary course was developed and offered for one semester. This course focused on the social responsibilities of business and was taught by faculty from marketing, management, and political science. However, a permanent interdisciplinary course offering has not been forthcoming.

4) Progress toward Goal 4: After the establishment of this goal the College of Business and Public Administration developed an interdepartmental committee to inform faculty of developments in instructional techniques and facilities. This is supplemented by a university-wide program with the same objective.

5) Progress toward Goal 5: Much progress has been made toward realizing this goal. Since this goal was stated in 1974, over ten papers have been presented and numerous research projects have been conducted by the marketing faculty. A climate for research and publication has been created.

6) Progress toward Goal 6: As mentioned in the progress toward goal 5, a number of research projects have been conducted by the marketing faculty
since 1974. In addition, since 1973 the College of Business and Public Administration has been designated a Small Business Institute Program Institution. As a consequence, faculty and students in marketing have been involved in many local business assistance projects under this program, which is coordinated through the course "Management of Marketing Institutions".

7) Progress toward Goal 7: The Department received a substantial increase in library acquisition funds beginning in 1973-74, and as a result has greatly increased the number of business and academic journals that it subscribes to.

8) Progress toward Goal 8: UND has yet to receive accreditation from the American Association of Collegiate Schools of Business Administration (A.A.C.S.B.S.). However, UND will again be reviewed by the A.A.C.S.B.A. for accreditation this year, and hopes are high that accreditation will be granted.

9) Progress toward Goal 9: This goal has already been realized. The M.B.A. program at UND was started in 1975 and the Marketing Department faculty participates in the program.

Marketing Club

The UND Marketing Club became an official student organization after becoming affiliated with the American Marketing Association on November 11, 1958.

The Marketing Club is one of the most active clubs at UND and it appeals to a diverse group of students. Club membership is not restricted to marketing majors, but is open to all students who wish to participate. Membership has fluctuated from forty-five to one hundred and forty members. Current membership is seventy-five. The Marketing Club meets regularly.

Field trips are a major part of the Marketing Club's schedule of activities. Recent field trips have included trips to Minneapolis, Winnipeg, Duluth, Denver, and Dallas. The Marketing Club sponsors these field trips to expose its members to practical educational experience that cannot be obtained within
the classroom environment. The knowledge gained by participating club members is brought back to the UND campus and can be used, not only by the Marketing Club, but also by other student organizations that members are a part of.

For the last six years the Marketing Club's biggest event has been the annual Marketing and Business Conference. The purpose of the conference is to help club members, other UND students, and the surrounding community to become more aware of current events in the business world. Many guest speakers give presentations and workshops relating to their own area of expertise. The Marketing Club is the only campus student organization that plans and executes a major conference of this caliber at UND, and it has shown enormous success, as demonstrated by the amount of student involvement in it.

Another activity sponsored by the Marketing Club is an annual trip to the Fargo/Moorhead Ad Club. This is a day-long conference in which local advertising topics are presented.

Many fund-raising projects are undertaken by the Marketing Club to finance the activities listed above. Some of these include: desk pad advertisements, folder advertisements, homecoming buttons, a hockey raffle, Course Descriptor advertisements, final exam "survival packets for freshmen", and several research projects.

These fund-raising activities have been very successful and the entire Marketing Club membership works together on them. Most of these fund-raising activities also deal with some aspect of marketing so club members can learn practical skills as they help raise money for the club.

In summary, the Marketing Club is one of the most active student organizations on campus. It has a large membership and sponsors many activities. These activities are designed to round out the student's education to include outside events which supplement classroom experience. The Marketing Club has shown a great deal of success in the past and continues to remain active at UND.
Concluding Comments

By reviewing the history of the Marketing Department it can be seen that a rapid pace of change was experienced in the discipline of marketing before a separate department was established in 1951. This rate of change was needed to keep pace with the changes in the dynamic business world and it was continued after the Marketing Department was formed.

The Curriculum Chart in the appendices illustrates the degree of change experienced in the UND marketing curriculum. However, this focuses on the specific course changes. There were also two broad curriculum additions in this period which related to specific areas of marketing. Marketing students can now major in Retail Merchandising, Advertising and Public Relations, or in the more general Marketing curriculum.

The Retail Merchandising curriculum was first offered in the 1958-60 UND catalog and is described as "designed for women who seek a comprehensive background in preparation for careers in retailing and fashion merchandising". The Advertising and Public Relations curriculum was first listed in the 1976-78 catalog. No description of it could be found but its title is self explanatory.

Similar to these curriculum changes, there have also been substantial changes in faculty staffing, as previously indicated. Only two marketing faculty members have stayed in residence over the long term, Davenport and Anderson. The mean length of residence for the other faculty members has been slightly less than four semesters.

Considerable progress has been made toward achieving the departmental goals that were established in 1974. Some of these goals have already been realized. However, the primary objective of the Marketing Department has always been, and will continue to be, the adequate preparation of students for careers in marketing and related fields of business.

This objective is also a primary one for the UND Marketing Club. The members of the Marketing Club are also concerned about their future careers and are involved in many activities to help them prepare for these careers.
Several other events also occurred in the Marketing Department's history that have not yet been mentioned but which deserve comment.

The first relates to the degree offered to marketing students who graduate from the University. In 1955 the School of Commerce changed its name to the College of Business and Public Administration. With this came a change in the degree offered. The School of Commerce offered a B.S.C. This was changed to a B.S.B.A. or a Bachelor of Science in Business Administration.

Another noteworthy event occurred in 1969 with the dedication of Gamble Hall, the present location of the College of Business and Public Administration and the Marketing Department. Prior to this time the administrative offices of the Marketing Department were located on the first floor of the Law School building and classes were held in many other buildings, depending upon what space was available. This is how the College of Business and Public Administration acquired the nickname of the "suitcase college".

As already noted, the most striking characteristic of the history of the Marketing Department is the degree of change it has undergone. Changes occurring in the Department are not expected to cease in the future. The Marketing Department will continue to strive to accomplish its primary goal of adequately preparing its students for careers in marketing and related fields of business.
REFERENCES

1) 1925/26 UND Catalog, pg. 336
2) 1914/15 UND Catalog, pg. 111
3) 1924/25 UND Catalog, pg. 107
4) 1925/26 UND Catalog, pg. 112
5) 1925/26 UND Catalog, pg. 115 & 116
6) 1925/26 UND Catalog, pg. 117
7) 1926/27 UND Catalog, pg. 93
8) 1928/29 UND Catalog, pg. 100
9) 1929/30 UND Catalog, pg. 107
10) 1951/52 UND Catalog, pg. 120
11) Spencer Larsen, Student Expenditures at the University of North Dakota - September to June 1932-33, a pamphlet which explained the range of student expenses associated with various living arrangements available at UND.
12) 1954/55 UND Catalog, pg. 125
13) 1946/47 UND Catalog, pg. 100
14) Interview with Margaret Davenport, wife of the late W. E. Davenport.
15) 1982/84 UND Catalog, pg. 242
16) 1954/55 UND Catalog, pg. 125
17) 1954/55 UND Catalog, pg. 126
18) 1972/74 UND Catalog, pg. 265
19) 1956/58 UND Catalog, pg. 136
20) 1953/54 UND Catalog, pg. 128
21) 1978 Course Descriptor
22) 1962/64 UND Catalog, pg. 279
23) 1960/62 UND Catalog, pg. 273
24) 1982 Course Descriptor, pgs. 22 & 23
25) 1962/64 UND Catalog, pg. 278
26) 1967/69 UND Graduate Catalog, pg. 95
27) 1956/58 UND Catalog, pg. 136
28) 1982/84 UND Catalog, pg. 243
29) 1981/83 UND Graduate Catalog, pg. 95
30) 1953/54 UND Catalog, pg. 127
31) 1968/70 UND Catalog, pg. 188
### Marketing Curriculum at UND

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**LEGEND**

- Courses could be verified in more than one source as being offered.
- Courses were either listed in only one source or no course information was available for that semester and this course was assumed to have been offered.

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*The Course "INSURANCE" was listed in the Time Schedule of Classes for 1974/75, but it is unclear if it was actually taught since no instructor or class location was listed, and it's hours were "to be arranged."*
Appendices A Faculty

Information contained in this appendix relates to the time that these faculty members taught a marketing course. The dates are illustrated on the faculty chart. This faculty information will be listed according to the following order:

NAME: DATES TAUGHT MARKETING COURSES; ACADEMIC HISTORY AT THE TIME(S) OF DEPARTMENTAL SERVICE.

1) BOYLE, JAMES ERNEST; 1915/16
   B.A. (Nebraska); M.A. (Kansas); Ph.D. (Wisconsin); Professor of Economics and Political Science, UND

2) KIRTLAND, FREDERICK W.; 1917/18
   L.L.B. (DePaul); Instructor in Commercial Branches, UND

3) JANES, GEORGE MILTON; 1917/18-1918/19
   Ph.D. (Johns Hopkins); Assistant Professor of Economics and Political Science, UND

4) BOND, JESSE HICKMAN; 1919/20-1927/28
   B.A. (Oregon), M.A. (Oregon), Ph.D. (Wisconsin); Instructor in Economics and Sociology, 1915-17, Assistant Professor, University of Idaho, 1917; Professor of Economics & Business Administration, Simpson College, Indianola, Iowa, 1917-18; Government Service, 1918-19; Assistant Professor of Economics, 1919-20, Associate Professor of Economics, UND, 1920-

5) BALLARD, JOHN WILLIAM; 1919/20
   B.C.S. (New York University); Instructor in Business Administration, UND

6) THARP, CLAUDE RAY; 1921/22-1928/29
   M.B.A. (Northwestern), L.L.B. (Washington University); Director of Com. Education, Joliet Township H.S. & Junior College, 1917-19; Tax counsel Halsey Stuart & Co., Chicago, 1919-21; Assistant Professor of Business
BARKER, CLARE WRIGHT; 1924/25-1926/27
B.A. (Simpson College), M.B.A. (Northwestern); Instructor in High School, Nevada, Iowa, 1920-21; Assistant Professor of Marketing and Merchandising, UND 1924-

SMITH, THEODORE HAROLD; 1926/27
B.A. (Heidelberg), M.B.A. (Northwestern); Todd Seminary, 1921-22; Acting Assistant Professor of Economics, UND 1926-

B.S. (Brigham Young), M.S. (New York University), D.C.S. (New York University); Educational Director, Arnold Constable & Company, New York City, 1926-27, Market Counsel Work Instructor in Marketing and Merchandising, 1927-28, Assistant Professor of Marketing and Management, 1928-33, Associate Professor of Marketing and Management, 1933-35, Professor of Marketing and Management, UND 1935-

HARTZO, SOLLY ALBERT; 1927/28
B.A. (Washington and Lee), M.A. (Columbia): Second Lieutenant, Infantry, U.S. Army, 1918; Instructor in Commerce and Political Science, 1921-22, Assistant Professor of Commerce and Political Science, Washington and Lee University, 1922-24: Assistant Professor of Political Science, UND 1925-

HELLEBRANDT, EDWIN T.; 1928/29
B.S. (Chicago), M.S. (Wisconsin); Assistant in the Department of Economics, University of Wisconsin, 1927-28; Instructor in Economics, UND 1928-

PYMM, J. DONALD; 2nd Semester 1928/29
A.B. (California), M.A. (California); Instructor in Social Sciences, High School, 1920-22, High School Principle, 1924-27; Teaching Fellow in
Economics, University of California, 1927-28; Instructor in Finance, UND, 1928-29, Assistant Professor of Finance 1929-

13) SCHWIEGER, ALBERT J.; 1929/30
B.A. (Hamline), M.A. (Clark University); Scholar and Assistant in Department of Economics and Sociology, Clark University, 1928-29; Instructor in Economics, UND 1929-

14) SCOTT, KARL M.; 2nd Semesters of 1930/31, 1931/32 & 1932/33
B.A. (Arkansas), M.S. (Iowa State College), Ph.D. (Illinois); Graduate Assistant, University of Texas, 1926-27, Assistant in Economics, University of Illinois, 1927-30, Assistant Professor of Economics, 1930-33, Associate Professor of Economics, UND, 1933-

15) DORFMAN, BEN DAVID; 1930/31
A.B. (Reed College), M.A. (California); High School Instructor, Castle Rock High School, Washington, 1924-25; Teaching Fellow in Economics, University of California, 1925-27; Instructor, University of Hawaii, 1927-28; Assistant, University of California, 1928-30; Assistant Professor of Finance, UND 1930-

16) ANDERSON, IRA D.; 1931/32
M.B.A. (Northwestern), 1929

17) TALLMAN, GERALD B.; 1935/36
M.B.A (Northwestern), 1934; Assistant Professor, UND 1935-36

18) STOCKFELD, W. C.; 1st Semester 1936/37
B.S. (Nebraska), M.A. (Nebraska); Professor of Economics and Business Administration, Morningside College, 1930-33, Professor of Marketing and Management, Ohio Wesleyan University, 1935-36, Assistant Professor of Marketing and Management, UND 1936-

19) REYNOLDS, R. E.; 2nd Semester 1937/38
Associate Professor (only available information)
20) HAGEN, SAM; 2nd Semester 1937/38, 2nd Semester 1938/39-1948/49
B.A. (St. Olaf College); M.A. and Ph.D., UND; Post Doctoral Study, University of Iowa, University of Washington. 16 yrs. as Principal and Superintendent of Minnesota and North Dakota schools; Graduate Assistant in Economics, UND, 1933-34; Instructor of Economics, 1934-35; Assistant Professor of Economics, 1935-38; Associate Professor of Economics 1938-40; Professor of Economics, 1940-48; Acting Dean of School of Commerce, Professor of Economics, and Head of Department, 1948-

21) MCNAUGTON, WAYNE LESLIE; 1938/39-1940/41
B.S. (Illinois), M.S. (Columbia); Instructor, Economics and Business, Brooklyn College, New York City, 1935-37, Cashier and Accountant, Bursar's office, University of Illinois, 1925-27, Industrial Engineer, Armour & Company, Kansas City, 1927-29, Head of Survey and Research Dept., Armour & Company, New York Metropolitan Area, 1929-38, Associate Professor and Acting Head of Department of Marketing and Management, UND, 1938-40, Professor and Acting Head of Department of Marketing and Management, 1940-

22) KAY, EDITH WINIFRED; 2nd Semester 1938/39
B.A. (Wittenberg College), M.S.C. (UND); Four yrs. high school experience 1918-22; Training Director, A.I. Namm & Son, Brooklyn, New York, 1922-24; Personnel Director, Gladdings Dry Goods Company, Providence, Rhode Island, 1924; Education Director, Culbertsons' Department Store, Spokane Washington, 1924-25; Personnel Assistant, FERA of the State of North Dakota, (on leave from UND) 1935; Instructor in Business English, UND, 1927-38; Assistant Professor in Personnel Administration, 1939-

23) BOYD, HARPER; 1st Semester 1941/42
M.B.A. (Northwestern) 1941

24) DAVENPORT, WILLARD EUGENE; 2nd Semester 1941/42-1943/44, 1946/47-1st Semester 1963/64
A.B., Iowa State Teachers College; M.C.S University of Colorado; 2 yrs. additional study, University of Nebraska, University of Colorado, and
University of Denver. Instructor and Superintendent of Public Schools, ten yrs.; Assistant Professor and Head of Department of Business Administration, Kansas Wesleyan University, 1940-42; Associate Professor and Acting Head of Department of Marketing and Management, UND, 1942-43; Head of Department of Marketing and Management, 1943-44. Assistant Director of Research, Institute of Transit Advertising, Chicago, Illinois, 1944-45. Instructor in Retailing, Biarritz American University, Biarritz, France, 1946; Associate Professor and Head of Department of Marketing and Management, UND, 1946-50; Professor and Head of Department of Marketing and Management, 1950-51; Professor and Head of Department of Marketing, 1951-

25) DENISON, DOROTHY C.; 1st Semester 1945/46
B.S. in Education (North Dakota); Assistant in the School of Commerce, 1944-

26) KALOUPEK, WALTER E.; 1944/45
B.A. (Iowa); M.A. (Iowa); Ph.D. (Iowa); Principal, Ferguson High School, Iowa 1929-31; Graduate Fellow, University of Iowa, 1937-38; Professor and Head of Department of History and Government, Huron College, 1938-41; Assistant Professor of Political Science, UND, 1941-43, Associate Professor of Political Science, 1944-46; Acting Head of Department of Political Science, 1945-46; Professor and Head of Department of Political Science, UND, 1946-

27) TOWNE, EZRA THAYER; 1st Semesters of 1944/45 and 1945/46
B.L., Wisconsin; Ph.D., Halle. Public Schools, Wisconsin, 1894-95 and 1899-1901; Professor of Economics and Political Science, Carleton College, 1903-17; Professor of Economics and Political Science and Director of the Course of Commerce, UND, 1917-24; Dean of the School of Commerce and Professor of Economics and Political Science, 1924-48; Dean Emeritus of the School of Commerce, 1949-

28) KOENKER, WILLIAM E.; 2nd Semester 1945/46
B.A (State Teachers College, Dickinson, N.D.); M.A. (N.D.); additional study toward doctoral degree, Ohio State University; 4 yrs. as Principal
of Walsh County Agricultural and Training School; Graduate Assistant in Political Science, 1937-38, UND; Instructor in Economics, UND, 1946-

29) AMBROSE, JOHN J.; 2nd Semester 1947/48

30) SIMMONS, JEWELL; 1948/49 and 1949/50
B.A., UND; Part time Instructor in Marketing and Management, UND, 1948-

31) KJELMER, HELEN M.; 2nd Semester 1946/47-1951/52
B.S.C., North Dakota; M.A., State University of Iowa; 3 yrs. with International Harvester Company. 4 yrs. teaching experience in public high schools of Illinois; in charge of Office Training Department, The Gregg College, Chicago, 1945-46; Instructor in Marketing and Management, UND, 1946-50; Assistant Professor, 1950-

32) MATTHEWS MILTON P.; 1949/50-1st semester of 1950/51
U.S. Army, 1944-46; B.A. University of Utah, 1948; M.S. New York University, 1949; Participated in cooperative training, John Wanamaker & J.C. Penney Company central buying office, New York; Instructor in Marketing and Management, UND, June 1949-

33) PERRY, ROGER C.; 2nd Semester 1950/51-2nd Semester 1951/52
B.S. and M.B.A. Ohio State University

34) HARTMAN, GEORGE E; 1952/53 and 1953/54
Assistant Professor of Marketing (1952); B.S., Kansas University; M.B.A., Indiana University
35) HAGE, DONALD H.; 1954/55-1956/57  
Associate Professor of Marketing (1954); B.S.C. and M.B.A., University of Denver

36) JOHNSON, FRANK; 1955/56 and 1956/57  
Instructor in Marketing (1955); B.S., University of Utah

37) CASPER, WARD H.; 1957/58 and 1958/59  
Instructor in Marketing (1957); B.A., Elmhurst College; M.S, University of Illinois

38) DONE, ARTHUR A.; 1956/57 and 1957/58  
Instructor in Marketing (1956); B.S. and M.B.A., University of Utah

39) STUART, RICH M.; 1958/59  
Assistant Professor in Marketing (only information available)

40) BRANNEN, WILLIAM H.; 1959/60 and 1960/61  
Instructor in Marketing (1959); B.S.B.A., Creighton University; M.B.A., Michigan State University

41) SPALDING, JAMES B.; 1959/60-1962/63  
Instructor in Marketing (1959); B.S. Maryville College

42) ANDERSON, DONALD G.; 1961/62, and 1963/64-1982/83  
Professor of Marketing and Chairman of Department; Ph.D., University of Iowa, 1962

43) ERICKSON, JOHN M.; 1963/64-1964/65  
Instructor in Marketing (1963); M.S., UND, 1963

44) CRONIN, JAMES F.; 1962/63-1964/65  
Instructor in Marketing (1962); M.B.A., Boston University
45) KIRKSEY, MARY P., 1965/66
M.B.A., University of Texas; Assistant Professor in Marketing, UND 1965/66

46) POWERS, EDWARD L.; 1965/66
M.B.A. West Virginia University, 1964; Instructor in Marketing 1965/66.

Professor and Chairman of Management Department, 1970/71; D.B.A.
University of Colorado 1968

48) LEE, MARLAND: 1966/67
B.S.B.A., UND, 1966; Part-time instructor in marketing, UND, 1966/67

49) BENTLEY, DAVID E.; 1966/67
Part-time Instructor in Marketing; B.S.B.A., UND, 1962

50) KRULL, RICHARD D.; 1967/68 and 1968/69
Instructor in Marketing; M.B.A, Northern Illinois University 1967

51) MACDONALD, ALAN; 1968/69
Associate Professor in Marketing; D.B.A., University of Oregon, 1967

52) LOGAR, CYRIL M.; 1969/70-1971/72
Instructor in Marketing; M.A., UND, 1970

53) EATON, JAMES G.; 1969/70
Part-time Instructor in Marketing; B.S.B.A., UND 1967

54) WILLIAMSON, TERRANCE E.; 1970/71-1975/76
Assistant Professor in Marketing; Ph.D., University of Askansas 1975

55) MOWRY, BLAIR P.; 1970/71
Part-time Instructor in Marketing; B.S.B.A, UND 1967
56) ROWE, CLAIR D.; 1971/72-1974/75 and 1976/77
Dean, College of Business and Public Administration; Professor of Marketing; Ph.D., University of Iowa

57) ARVOLA, DENNY A.; 1971/72
Assistant Professor of Marketing; M.B.A., University of Wisconsin, 1961

58) WHEELER, DAVID R.; 1972/73 and 1973/74

Instructor, 1972-75, Visiting Instructor in Marketing 1976-77; M.S., UND, 1972

60) WIJNHOLDS, HEIKO DE. B.; 2nd Semester 1974/75-1978/79
Associate Professor 1974/75; Chairman 1975-78; Professor 1977-79; D. Com., University of South Africa.

61) BEAUBIEN, GERALD A.; 1975/76 and 1976/77
Instructor in Marketing, 1976/77; M.B.A., University of S.D., 1975

62) MULLOY, JOHN; 2nd Semester 1975/76

J.D., UND (No other information available)

64) ANDERSON, DONALD L.; 1976/77 and 1977/78
Lecturer in Insurance (No other information available)

Lecturer in Insurance; B.S.L. and J.L., UND, 1957
66) DEVIG, MARVIN; 1st Semester 1976/77, 2nd Semester 1977/78
   Lecturer in Real Estate Finance

67) KESAVAN, RANANUJAM; 1977/78-1979/80
   Assistant Professor of Marketing, 1979-80; Ph.D., University of Rochester, 1976

68) UTZINGER, KERRI LYNN; 2nd Semester 1977/78 and 1978/79
   Instructor of Marketing, M.S., Utah State University

69) WILLIAMS, DOUGLAS E.; 1st Semester 1977/78
   Lecturer in Marketing for 3 months in 1977; M.A., UND, 1958

70) NESTAVAL, KIRK Z.; 2nd Semester 1977/78
   Part-time lecturer in Insurance

71) SANDBERG, CURTIS F.; 2nd Semester 1977/78
   Part-time lecturer, 1977/78; B.S.B.A., UND, 1969

72) BARTHOLOMEW, FRED I.; 1977/78-1981/82
   Lecturer in Marketing, 1977-78; B.S., UND

73) KOPPENHAVER, RICHARD; 2nd Semester 1978/79
   Part-time lecturer of Insurance; Ed.D., UND, 1961

74) FISK, DONALD; 2nd Semester 1978/79
   Lecturer of Salesmanship; B.S.B.A., UND, 1972

75) PEARSON, G. ALLAN; 1978/79-1982/83
   Part-time lecturer in Insurance; B.S.B.A, UND, 196(3 or 4)

76) HIMES, SAMUEL H.; 1979/80-1981/82
   Associate Professor of Marketing, D.B.A., Florida State University

77) EYLANDS, BARBARA; 1979/80
   Instructor in Marketing; M.B.A., UND, 1979
78) REILLY, RAY; 1st Semester of 1979/80 and 1981/82
   Part-time lecturer in Insurance; B.S., University of Minnesota, 1949

   Instructor in Marketing; M.P.A., UND, 1980

80) ERDEM, ORHAN; 1980/81-1982/83
   Assistant Professor of Marketing; Ph.D., University of Arkansas, 1980

81) ELBERT, DENNIS JOHN; 1980/81-1982/83
   Associate Professor of Marketing; Ph.D., University of Missouri-Columbia, 1976

82) WOOD, ROBERT; 1980/81 and 1st Semester 1981/82
   Instructor in Marketing; M.S., UND, 1977

83) OURADNIK, DAVE; 1st Semester 1980/81
   Part-time lecturer in Real Estate; B.S.E.D., Mayville State College, 1972

84) WEINGARTEN, CHARLES; 2nd Semesters 1980/81 and 1981/82-1982/83
   Part-time Instructor in Real Estate; M.Ed., Boston College

85) WIDDIFIELD, JOHN; 2nd Semester 1981/82-1982/83
   Instructor in Marketing; M.S. University of Wisconsin, 1981

86) ANDERSON, DOUG, 1982/83
   Instructor in Marketing; M.B.A., Mankato State University, 1982

87) KVIDT, LYNN; 1st Semester 1982/83
   Part-time lecturer in Real Estate; B.S.B.A., Marketing UND, 1976
Appendices B Curriculum

Course listings will be followed by their course number (through various time periods when applicable), and a course description.

1) Insurance (#13). 1915/16 Catalog description: The principles of life and fire insurance. Insurance contracts, premiums, reserves, surplus, etc. Management of insurance companies. State supervision and regulation.

2) Insurance (Life) (#67a). 1923/24 Catalog description: The history of life insurance, and a consideration of the scope; the mathematics and methods of computing tables and estimates concerning survivorships, loading, etc., together with the legislation affecting the general field of life insurance and its supervision by government; selected cases in life insurance law.

3) Insurance (Fire) (#18b). 1920/21 Catalog description: The history and origin of fire insurance with the changes brought about by modern condition; the economic value of fire insurance, also its mathematics with reference to organization, operation and rate fixing, with the methods employed thereunder; construction of buildings as affecting rate fixing; legislation affecting the supervision of fire insurance by state and national government.

4) Insurance (Property) (#68b). 1923/34 Catalog description: The history and origin of fire and other property insurance with the changes brought about by modern conditions; the economic value of fire insurance, also its organization, operation and rate fixing, with the methods employed thereunder; construction of buildings as affecting rate fixing; legislation affecting the supervision of fire insurance by government; selected cases in fire insurance law.

5) Life Insurance (1925-28, #67a; 1942-48, #406; 1976-79, #365). 1976-78 Catalog description: Basis of life insurance, its application to meet demands of individuals and firms in modern society and life insurance as an economic institution with emphasis on policy provisions, the mortality table, rate making reserves and programming.
6) Property Insurance (1925-28, #58b; 1942-48, #405; 1976-80, #366). 1976-78 Catalog description: Basic principles of property insurance, risk and probability; the functions and finances of insurance carriers; basic legal concepts of insurance contracts; rate making; loss adjustment; specific types of coverage for fire, marine, crime, public liability, and surety bonding.

7) Insurance Problems (#406). 1930-31 Catalog description: Insurance principles and practices with emphasis on the practical aspects. The subject matter embraces: the uses, fundamental principles, and organization of insurance; life insurance, including types of policies, determination of premiums, dividends, reserves, policy loans, and investments; fraternal and industrial insurance; liability and compensation insurance; fire insurance; including types of contracts, rates, and special problems; marine insurance, automobile, title and credit insurance.

8) Principles of Insurance (#361). 1982-84 Catalog description: General and fundamental principles which apply to all forms of risk insurance.

9) Casualty Insurance (#395B). No course description available.

10) Salesmanship and Advertising (#21a). 1920/21 Catalog description: Preparing to meet the customer, types of customers, preparation of sales talk, customer's mental journey, in contact with the customer, meeting objections and excuses, cultivation of character. Planning advertisements, effective copy, illustrations and display, cuts, mediums and their selection, outdoor advertising, retail advertising, writing advertisements.

11) Salesmanship (1921-26, #22b; 1926-29, #21a; 1929-64, #331: 1964-66, #304; 1966-83, #204). 1921-22 Catalog description: A course in the principles of salesmanship and their application, including both retail and wholesale. Some of the most important subjects to be covered are buying motives, methods of securing attention, interest and desire, the preparation of the sales talk, the different types of customers, and the methods of meeting objections and excuses of customers. Practical applications of the principles are studied.
12) Sales Administration (#430). 1954-55 Catalog description: Selling from the executives' viewpoint, product research, market research, distribution research, departmental organizations, selection and training of salesmen, sales control and sales policies.

13) Industrial Selling (#435). 1962-64 Catalog description: Industrial purchasing and the market for industrial goods, with emphasis on channels of distribution and middlemen.

14) Sales Management (#414). 1972-74 Catalog description: Selling from the point of view of the executive, product and distribution research, selection and training of sales personnel and sales policies.

15) Advertising (1921-25, 21a; 1925-29, 22b; 1929-62, 332). 1956-58 Catalog description: A practical course in general advertising, planned to familiarize the students with the types of advertising used in business; the use of appeals and the development of campaigns.

16) Advertising Campaigns (#433). 1953-54 Catalog description: Actual laboratory work in the organization of advertising campaigns for students with background in advertising theory. Use of national and local advertising, organization for national advertising, market research, selection of media, sales promotion, and testing. Emphasis on campaign practice, plans and strategy, and correlation of media: newspapers, magazines, radio, direct mail, outdoor advertising, dealer displays, and packaging.

17) Problems in Advertising (#433). 1954-55 Catalog description: Actual laboratory work in the organization of advertising campaigns for students with background in advertising theory. Use of national and local advertising, organization for national advertising, market research, selection of media, sales promotion, and testing. Emphasis on campaign practice, plans and strategy, and the correlation of media; newspapers, magazines, radio, direct mail, outdoor advertising, dealer displays, and packaging.

18) Advertising and Sales Promotion (#302). 1978 Course Descriptor description: This is a basic course in advertising and sales promotional
strategy. Emphasis is placed on the decision-making responsibilities of advertising managers. The course is intended to give students a ground in advertising principles as they relate to marketing. Both lectures and case analysis are used. Films and outside speakers are sometimes used.


20) Advertising Management (#412). No course description available.

21) Trade in/of Latin America (1917-19, #23; 1919-21, #23a; 1921-29, #200a; 1929-49, #503). 1948/49 Catalog description: A study of the resources and Trade of Latin America with an examination of political, tariff, banking, and credit collections, methods of shipment, and collections. Recent changes in the trade relations with Latin America.

22) Trade of the Orient (1917-19, #24; 1919-21, #24b; 1921-29, #201b; 1929-49, #504). 1948/49 Catalog description: A study of the resources and trade of Japan, China, Siberia, Indo-China, the Philippines, Straits Settlements, and Australia; the influence of the Panama Canal on the trade of the U.S. with the Orient. The reconstruction of trade with the Orient following the World War.


24) Foreign Trade and Exchange (1925-29, #202b; 1929-38, #436; 1938-49, #437). 1947/48 Catalog description: Principles of international trade; doctrine of comparative cost; gains and their division; advantages and disadvantages of foreign trade; the balance of trade, marketing functions in international trade; agencies and channels of trade; ocean transportation and relations between shippers and carriers; foreign exchange financing,
and investment; risks in foreign trade; tariffs and subsidies; recent tendencies in the foreign trade of the U.S.


26) International Marketing (#305). No course description available.


28) Problems in Marketing and Merchandising (1933-37, #414; 1937-43, #413; 1943-44, #413 and 414; 1946-64, #413) 1951-52 Catalog description: The aim of this course is to develop an executive insight into the problems associated with the wholesale distribution of various commodities and manufactured products. Consideration is given to channels of distribution, company policies, sales promotion, and organization and management of company operation and personnel.

29) Marketing for Consumers (#333). 1954-55 Catalog description: Problems of consumers as buyers. The development of the modern market, methods of marketing, the retail market, department stores, chain stores, mail order houses, consumer's cooperative societies, retail credit installment buying, the determination of prices, packaged goods, government agencies protecting and aiding the consumer-buyers, Food and Drug legislation, suggestions for improving the situation of the consumer-buyer.

30) Principles of Marketing (1935-64, #311; 1964-83, #301). 1982 Course Descriptor description: This is a marketing lecture course designed to introduce the student to the entire marketing system by which products and services are planned, priced, promoted, and distributed in order to satisfy consumer wants and needs. Also emphasized is the relationship between marketing and other basic business activities, the relationship between marketing and the public sector, the place of marketing in our socio-economic system, and proposals for increasing the efficiency of our marketing system.
31) Cooperative Marketing (1937/38, #418; 1938-62, #420). 1956-58 Catalog description: Fundamental principles of cooperative enterprise: its history and achievements; aims and motives of cooperatives; types of cooperatives; their structural organization and management; relation of the cooperative movement to labor organizations, the church, the political state, and private business enterprise in general.

32) Field Work in Marketing (1946-64, #432; 1964-66, #306). 1953-54 Catalog description: actual work in some phase of marketing. Written reports and collateral readings required.

33) Marketing Industrial Goods (#435). 1954-55 Catalog description: This course takes up the problem of industrial purchasing, the market for industrial products, and programs and policies in marketing industrial products; emphasis on the distribution of industrial products important to this section of the country; petroleum and its major derivatives and the marketing of machinery.

34) Special Problems in Marketing (#513). 1954-55 Catalog description: A review of literature in the field. Case studies and a specific marketing research project. This course open to graduate students and to seniors in Commerce with permission of the head of the Department.

35) Seminar in Marketing (#511). 1967-69 Catalog description: Research and classroom reports on topics of general importance to marketing. This course may be taken more than once.

36) Theory in Marketing (#411). 1956-58 Catalog description: A study and discussion of the objectives and concepts in marketing in order to provide the student with a framework of advanced thought in marketing by contemporary marketers and others in allied sciences.

37) Consumer and Market Behavior (#401). 1978 Course Descriptor description: This is primarily a lecture course to make the student aware of the critical role the consumers play in deciding the future of the brand, to enable him/her to appreciate the persuasive efforts carried out by ad-
vertisers to influence the consumer and to aid the student in building the bridge between the concepts of social sciences and the real world of marketing.

38) Marketing Management (1964-76, #411; 1976-77, #410 and 411; 1977-83, #410). 1982 Course Descriptor description: Marketing Management is essentially a case course designed to enhance the decision-making abilities of the individual. Managerial functions are integrated and applied to marketing operations through the use of national and local marketing cases. Approximately 25 percent of the course is in the lecture format, the remainder is case oriented. Student involvement and participation is required and accounts for at least 50 percent of the grade.

39) Management of Marketing Institutions (#413). 1982 Course Descriptor description: This course involves work with actual businesses. Student groups serve as retail consultants and assist firms in solving marketing/retailing problems.

40) Marketing Institutions (#303). 1974-76 Catalog description: An analytical survey of the importance of marketing institutions and the methods of operation.


42) Seminar: Quantitative Marketing (#420). 1982-84 Catalog description: Research and discussion of topics of general importance to contemporary marketing. This course may be taken more than once with the consent of the instructor.


45) Marketing Administration (#510). 1981-83 Graduate Catalog description: Marketing situations analyzed from the point of view of management.

46) Principles of Retail Merchandising (1924/25, #18a; 1925-29, #18b; 1929-64, #312; 1976-83, #303). 1982-84 Catalog description: Retailing. An analytical survey of the importance of marketing institutions and their methods of operation. (This course has undergone many name changes while remaining as the same basic course. It is currently listed as "Retailing.")

47) Problems of Retail Merchandising (1926/27, #82b; 1927-30, #84b; 1931-35, #413). 1930/31 Catalog description: The aim in this course is to develop an executive insight into the problems of retail store operation. Consideration will be given to: merchandise planning and control; merchandising policies; sales promotion; retail method of inventory; organization and management of operations and personnel systems; expense distribution and control; credits and collections.

48) Problems in Retailing (1929/30, #86; 1930-64, #414). 1953-54 Catalog description: This course is devoted mainly to a consideration of the problems of department stores, chain stores, specialty stores, and the small general store. Consideration is given to problems of store organization, merchandising policies, buying, sales promotion, and stock control.

49) Buying for Retail Stores (1949/50, #411; 1950-64, #426). 1960-62 Catalog description: Retail outlets, determination of what to buy, model stock plans, ordering merchandise resources, buying techniques with projects assigned.

51) Special Problems in Retailing (#514). 1954-55 Catalog description: Supervised readings in the field. Individual research in retailing; the planning of research projects; application of research data, and the appraisal of results. Open to graduate students and seniors in Commerce with permission of the Head of the Department.

52) Establishing and Managing a Retail Store (#327). 1962-64 Catalog description: Emphasis on capital requirements, equipment and merchandise resources, and setting up of stock control systems.

53) The Technique of Marketing Research (1953-64, #434; 1964-76, #311). 1974-76 Catalog description: Marketing research. Analysis and interpretation of marketing data, questionnaire building and methods of sampling and complete marketing research projects.


56) Graduate Seminar in Marketing (#511). No course description available.

57) Thesis (1965-68, #999; 1968-70, #888; 1970-77, #998). A thesis was required to obtain a master's degree in Marketing when the degree was offered.

58) Seminar (#420). 1974-76 Catalog description: Research and discussion of topics of general importance to contemporary marketing. This course may be taken more than once with the consent of the instructor.

60) Real Estate Law (1976/77, #395C; 1978-82, #325). 1982-84 Catalog description: Judicial structure; legal procedures; sources of real estate law; estate fixtures; proof of title; closing; deeds; mortgages; landlord-tenant; civil rights; zoning.


62) Real Estate Appraisal (#329). Nature of value; appraisal process; analysis of neighborhoods, land and improvements; cost, market data and income approach to value; appraisal report; code of ethics.

63) Advanced Principles of Real Estate (#327). 1982-84 Catalog description: Advanced legal contracts; real estate taxation; investment property; landlord/tenant relationship; land development; condominiums; real estate security law; major specialty brokerages.

64) Wholesaling (#436). 1954/55 Catalog description: A study of the movement of goods from manufacturer to the retailer and industrial user. Types of wholesalers, wholesale operations, and wholesaling costs.

65) Continued Education (#996) This course number was simply an administrative method of keeping the graduate student enrolled after he/she had completed all of their course work but had not fulfilled all of his or her graduation requirements.