

Advertising - Secretarial Course

Leading to the Degree of
Bachelor of Secretarial Science (B.S.S.)

Two-Year Course
Day Division

{ A Program Which Combines
Study of Advertising Principles
and Purposes with the Art and
Science of Secretarial Procedure }



Seventy-First Year
BRYANT-STRATTON COLLEGE
Providence, Rhode Island

Has no connection with any institution of similar name.

Two-Year Advertising-Secretarial Program

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FIRST YEAR (44 weeks)

First Semester (22 weeks)

Second Semester (22 weeks)

	<i>Semester Hours' Credit Points</i>		<i>Semester Hours' Credit Points</i>
FUNDAMENTAL ACCOUNTING, A-1	5	PRINCIPLES OF ADVERTISING, S-3	4
Principles and Logic; Business Procedure; Working Papers; and Constructive Accounting		Fundamental principles; Media; Illustrations; Copy; Follow-up; Typography; Printing; Engraving; Paper	
MATHEMATICS OF ACCOUNTING, M-1	5	SHORTHAND, St-1	5
Applied Elements; and Slide Rule		Theory; Word Signs; Easy Dictation	
BUSINESS ENGLISH, E-1	3	TYPEWRITING, T-1	5
Diction; Grammar; Composition		Keyboard, Touch, Rhythm, Speed	
BUSINESS LAW, L-1	4	BUSINESS COMPOSITION, E-2	4
Principles; Contracts		Style and Form of Effective Business Letters; Collateral Reading, Current Events	
PRACTICAL ECONOMICS, Ec-1	3	WORD STUDY, E-1	1
Factors of Production, Distribution, Consumption, Commerce and Transportation; International Relations		Spelling, Diction, Vocabulary Building	
PENMANSHIP, P-1	2	PRINCIPLES OF MARKETING, Ec-3	2
Position; Methods for Legibility and Speed		Policies and Methods of Distribution	
BUSINESS PSYCHOLOGY, Ps-1	1	PUBLIC SPEAKING, E-7	1
Mental Processes; Business Ethics, Personality Development		Effective Voice, Diction, Delivery of Informal and Formal Speeches	
SUPERVISED STUDY AND LABORATORY WORK	8	SUPERVISED STUDY AND LABORATORY WORK	8
Actual Practice; Drills in "Skill" Subjects; Problems — Case Studies; Assignments, Tests		Actual Practice; Drills in "Skill" Subjects; Problems — Case Studies; Assignments, Tests	
OFFICIAL ASSEMBLIES	1	OFFICIAL ASSEMBLIES	1
Lectures by University Professors, Business and Professional Men		PERSONALITY DEVELOPMENT, Ps-6	1
		Suggestions and Instruction in Cultivating Personal - Success Qualities	

For full descriptions of these courses write for College Catalogue, sent free upon request.

Higher Education for Business

Two-Year Advertising-Secretarial Program

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(Continued)

SECOND YEAR (44 weeks)

First Semester (22 weeks)

Second Semester (22 weeks)

	<i>Semester Hours' Credit Points</i>		<i>Semester Hours' Credit Points</i>
PROBLEMS OF ADVERTISING, S-4	4	SHORTHAND, St.-3, St.-4	7
Plan of campaign; Research; Surveys; Selection of Media; Appropriations; Advertising Agencies; Case Methods		Dictation, Advanced Correspondence, Legal Forms; Rapid Dictation	
DIRECT MAIL ADVERTISING, S-5	3	TYPEWRITING, T-3	7
Study and principles of letters; Mailing Cards; Envelope Enclosures; Package Inserts; Folders; Broadsides; Booklets; Catalogues and House Organs		Quality Work in Transcription; Time Limit for Assigned Work	
SHORTHAND, St.-2	7	BUSINESS ENGLISH, E-4	4
Dictation from Extracts of Good Literature, Business Data; Speed and Accuracy Drills		Advanced English Problems; Themes; Synopses; Cataloging; Outlines; Advertising Copy; Collateral Reading; Vocabulary Building	
TYPEWRITING, T-2	7	OFFICE PRACTICE, O-1	5
Speed and Accuracy Drills, Transcription of Correspondence and Business Forms		Survey of Business and Office Procedure, Indexing, Filing; Office Appliances; Routine Work; Executive Duties; Actual Office Experience	
BUSINESS CORRESPONDENCE, E-3	4	SECRETARIAL TECHNIQUE, O-2	3
Composition, Form, Style of Advanced Business Correspondence; Collateral Reading; Vocabulary Building		Editing Dictated Matter; Research Work; Dictating Letters; Secretarial Duties; Personality Development; Cultivating Initiative and Poise	
COMMERCE AND TRANSPORTATION, Ec.-9	1	SUPERVISED STUDY AND LABORATORY WORK	4
World Trade Centers; Trade Routes; International Relations		Actual Practice; Drills in "Skill" Subjects; Problems — Case Studies; Assignments, Tests	
PRINCIPLES OF BUSINESS, Ec.-10	1	THESIS	1
General Survey of Business Management, Organization and Control		OFFICIAL ASSEMBLIES	1
SUPERVISED STUDY AND LABORATORY WORK	4	Lectures by University Professors, Business and Professional Men	
Actual Practice; Drills in "Skill" Subjects; Problems—Case Studies; Assignments, Tests			
OFFICIAL ASSEMBLIES	1		

ADVERTISING - SECRETARIAL COURSE

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INCREASED skill and versatility make assurance of employment doubly sure. Capacity to do more than one kind of office work increases opportunities for promotion. Experience has shown that secretarial training may be blended with the study of advertising principles and practices to good effect and for profitable purposes. The field of Advertising offers a wide variety of well-paid, interesting positions in retail stores, advertising agencies, newspaper and publishing houses, and general promotion work.

The Bryant-Stratton Courses in Advertising, combined with those in Secretarial Practice, are designed to give an understanding of advertising aims, psychology, media, research and analysis, illustration, copy, printing, agencies, campaigns, as well as a complete training in the art and science of secretarial procedure.

The full program is thoroughly practical. The instruction is by modern methods and under an able faculty, well versed in the knowledge and application of the content of courses.

*For further information about courses, tuition fee
and terms, address*

**DIRECTOR OF ADMISSIONS
BRYANT-STRATTON COLLEGE
PROVIDENCE, RHODE ISLAND**