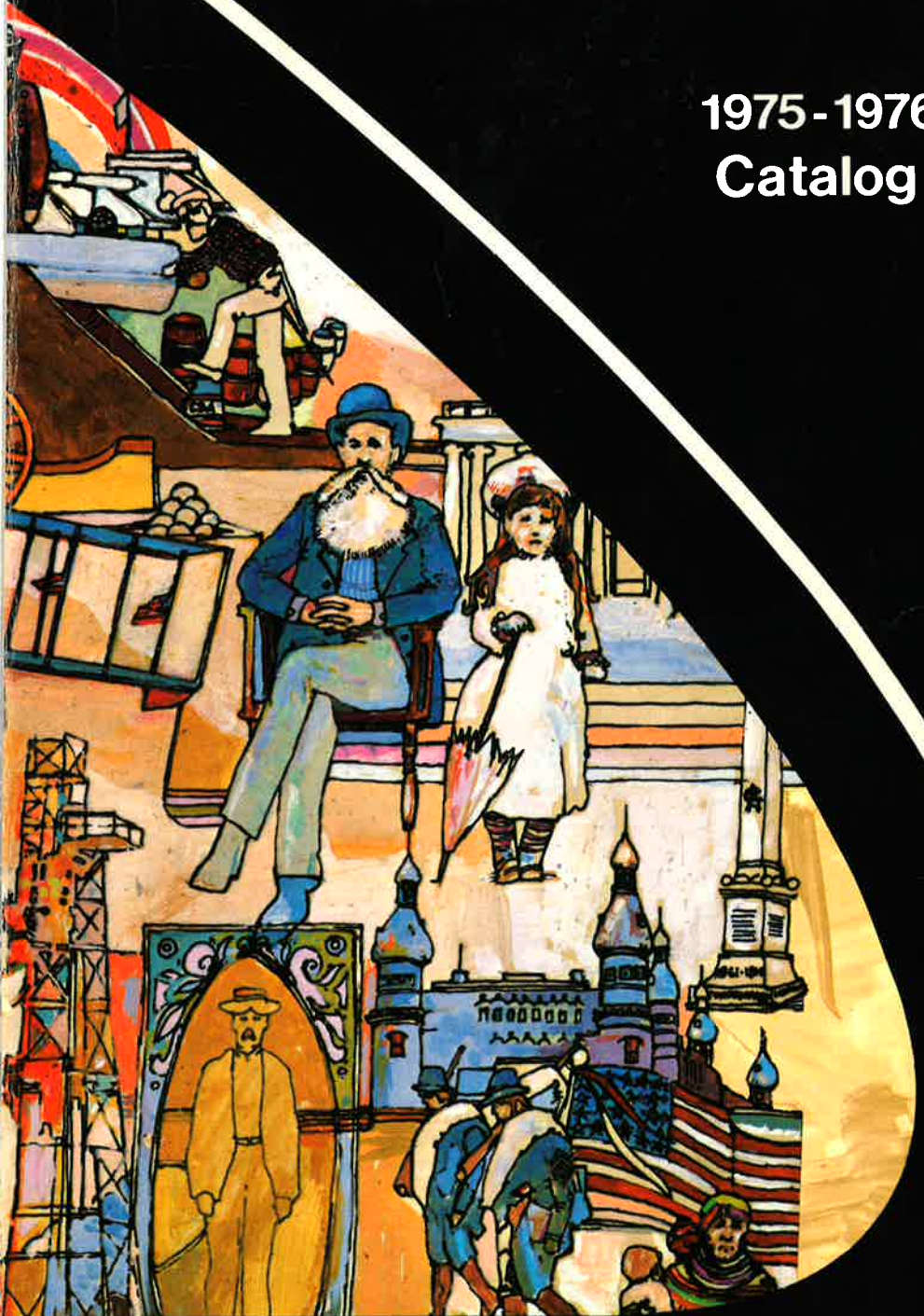
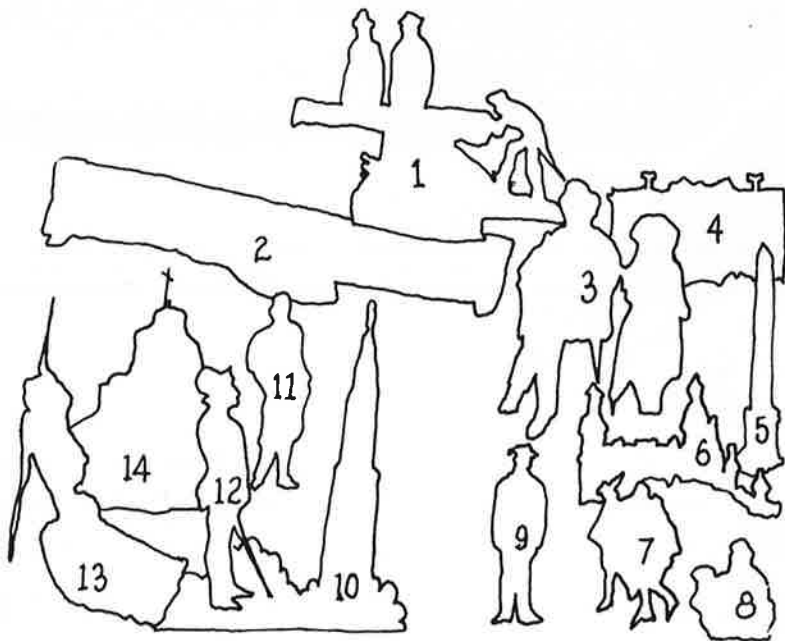


1975-1976
Catalog



Jones College

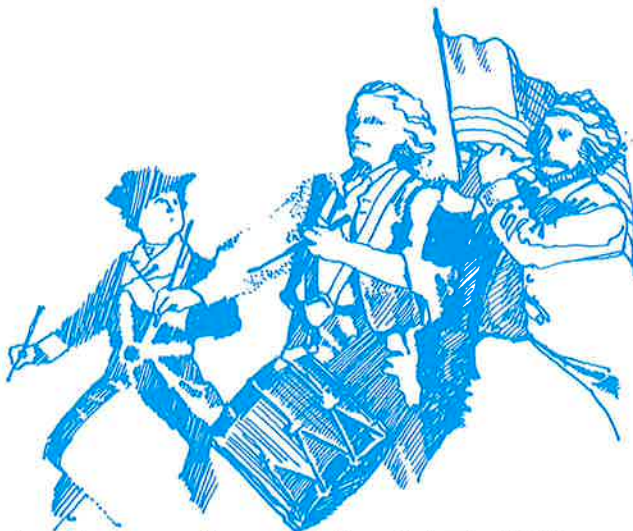


1. Confederate battery, entrance to Pensacola Bay, 1863
2. Jannus's plane
3. Unidentified seated man and girl (photograph in possession of Florida Department of Commerce)
4. Governor's Mansion
5. Monument, Confederate Park, Marianna, Florida
6. Tampa Bay Hotel
7. Unidentified soldiers in Tampa, circa Spanish American War
8. Seminole Figure
9. Unidentified standing figure (photograph in possession of Florida Department of Commerce)
10. Rocket
11. 1920 Figure
12. Spanish soldier in re-creation of period costume
13. Seminole Figure in boat
14. Catholic Church of St. Augustine, circa Civil War

A special thank you to the Division of Archives, History and Records Management, Florida Department of State for the use of the artwork on the cover.

Catalog of

JONES COLLEGE



Bicentennial Edition

JACKSONVILLE, FLORIDA

NORTH CAMPUS

I-95 at Dunn Ave.
Jacksonville, FL 32218
(904) 757-7100

MAIN CAMPUS AND ADMINISTRATIVE OFFICES

5353
Arlington Expressway
Jacksonville, FL 32211
(904) 743-1122

SOUTHWEST CAMPUS

Stockton St. at I-10 Exit
Jacksonville, FL 32203
(904) 387-6448

ORLANDO, FLORIDA

NORTH CAMPUS

Crane's Roost Office Park
Altamonte Springs, FL 32701

MAIN CAMPUS

1505 E. Colonial Dr.
Orlando, FL 32803
(305) 896-2407

SOUTH CAMPUS

2111 E. Michigan Ave.
Orlando, FL 32806
(305) 898-7834

FORT PIERCE, FLORIDA

FORT PIERCE CAMPUS
121 N. Second St.
Fort Pierce, FL 33450
(305) 461-3586

NORFOLK, VIRGINIA

NORFOLK EXTENSION

~~969 West 21st St.~~
Norfolk, VA 23510
(804) 625-7621

Joe. Kennedy, Director
300 Boush Pt.
23510

Table of Contents

General Information	3
Student Life	13
Admissions and Financial Information	17
Academic Information	27
Curriculum	33
Course Descriptions.....	51
College Organization	77
Index.....	87
College Calendar	88

General Information



STATEMENT OF PHILOSOPHY AND OBJECTIVES

It is the philosophy of Jones College that the life of an individual is enriched by the acquisition of knowledge, the attainment of useful skills, and the exposure to diverse cultural experiences.

The academic programs of the College manifest this philosophy. It is the objective of these programs to provide specialized education in business administration at the college level and to provide a broad base of general education. The results are programs that enable students to contribute to the cultural growth, social ethics, and financial prosperity of the nation.

ACCREDITATION

Jones College Jacksonville and Jones College Orlando are each accredited as a Senior College of Business by the Accrediting Commission of the Association of Independent Colleges and Schools, which has been designated as a nationally recognized professional accrediting agency by the United States Commissioner of Education.

All campuses are listed as institutions of higher learning in the EDUCATION DIRECTORY, PART 3: HIGHER EDUCATION, published by the United States Office of Education.

Jones College is a non-profit, nonsectarian, coeducational institution, chartered by the State of Florida with authority to confer collegiate degrees. The College is a member of the Florida Association of Colleges and Universities. It is approved by the Florida State Approval Agency for Veterans' Training and is licensed by the Florida State Board of Independent Colleges and Universities.



Arlington Campus, Jacksonville

HISTORY

Founded in Jacksonville in 1918 by Annie Harper Jones the College had a modest beginning with fewer than 50 students. A program which originally offered specialized business training has been expanded and enriched to meet the needs of a student body pursuing relevant professional education. A solid growth in enrollment to the current record level has been a natural development. In 1947 the College was chartered by the State of Florida as a non-profit degree-granting institution. Under this charter the College is governed by a Board of Trustees, and all income in excess of operating expenses must be devoted to providing better housing, equipment, and educational facilities.

In 1970 a second campus was established in southwest Jacksonville, and to serve a larger enrollment a north Jacksonville campus was opened in 1973.

1953 brought a branch campus to Orlando to serve the rapid growth of the central Florida area. A north Orlando campus was opened in 1973 and south Orlando campus in 1975. In 1974 Jones College opened a branch campus in Fort Pierce, Florida. During that same year Biscayne Southern College with campuses in Charlotte, Concord and Gastonia, North Carolina and Tampa College with campuses in Tampa, St. Petersburg and Clearwater, Florida were added to the Jones College system of schools which now consists of fourteen campuses in nine major cities in Florida and North Carolina.

JONES COLLEGE JACKSONVILLE

Recreation

The Jacksonville area is the recreational hub of northern Florida. Recreation opportunities are limitless and the Florida climate makes it possible to enjoy outdoor sports throughout the year. The Sports Complex—which includes the Coliseum, the Gator Bowl seating seventy-thousand, and a minor league baseball park—is famous for its annual New Year's Bowl Game and the traditional Georgia-Florida grid classic. A recent arrival to Jacksonville is the "Jacksonville Express" of the newly formed World Football League.

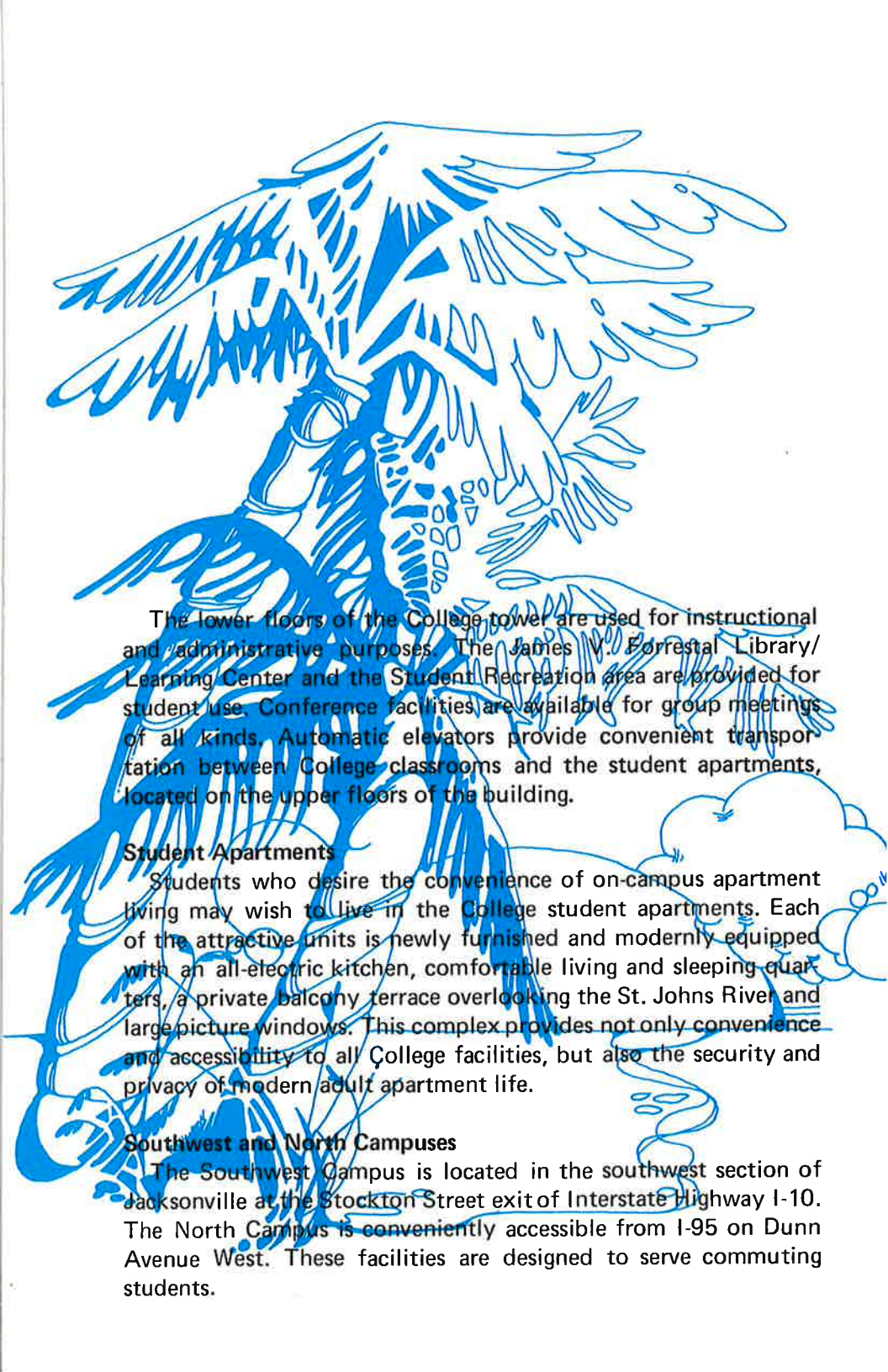
The Arts

The Civic Auditorium features the finest of concerts, plays, and ballet. The Symphony Association presents five concerts a year. There are choral societies for both men and women and several fine theatre groups. The widely renowned Cummer Gallery of Art and the Jacksonville Art Museum have permanent collections and also offer special exhibitions. Art classes are conducted by the Jacksonville Art Museum. The works of such outstanding artists as Titian, El Greco, Velazquez, Rubens, Winslow Homer, Goya, and Del Sarto are represented in the permanent collections.

Physical Plant and Facility — Arlington

Jones College, Arlington in Jacksonville, is ideally located on the east bank of the St. Johns River. Situated in suburban Arlington, one of Jacksonville's most attractive residential areas, it provides immediate access to the downtown business area or to the ocean beaches. The quiet, campus atmosphere provides a desirable environment for study and learning.

The College tower was completed at a cost of over \$3 million. This beautiful twelve-story structure is completely air conditioned. It provides students with residence facilities unequalled anywhere in the south for comfort, beautiful furnishings, spacious rooms, and everything necessary for gracious student living. A large swimming pool and patio recreation area are available for the enjoyment of resident students. In addition to the College classrooms and residence area, the consolidated living-learning building also houses the studios of College-owned radio stations WKTZ-AM, WKTZ-FM, WFAM Educational FM, and WJCR.



The lower floors of the College tower are used for instructional and administrative purposes. The James V. Forrestal Library/Learning Center and the Student Recreation area are provided for student use. Conference facilities are available for group meetings of all kinds. Automatic elevators provide convenient transportation between College classrooms and the student apartments, located on the upper floors of the building.

Student Apartments

Students who desire the convenience of on-campus apartment living may wish to live in the College student apartments. Each of the attractive units is newly furnished and modernly equipped with an all-electric kitchen, comfortable living and sleeping quarters, a private balcony terrace overlooking the St. Johns River and large picture windows. This complex provides not only convenience and accessibility to all College facilities, but also the security and privacy of modern adult apartment life.

Southwest and North Campuses

The Southwest Campus is located in the southwest section of Jacksonville at the Stockton Street exit of Interstate Highway I-10. The North Campus is conveniently accessible from I-95 on Dunn Avenue West. These facilities are designed to serve commuting students.



Orlando

JONES COLLEGE ORLANDO

The City Beautiful

Orlando, seat of Orange County in central Florida, is a dynamic, yet charming, metropolis that is richly endowed with an endless variety of beauty. Orlando somehow retains its serene, suburban charm. Orange blossoms and lakes dot the landscape. Orlando has an ideal climate, with an average annual temperature of 72 degrees and is strategically located in the heart of the state.

Disney World is now welcoming a million visitors each month and is a continuing source of pleasure and entertainment to visiting students from both Jacksonville and Orlando. Disney World and the hundreds of Orlando businesses and facilities in the area are employing many thousands of people and are contributing substantially to the tremendous growth in central Florida.

ORLANDO MAIN CAMPUS

Physical Plants and Facilities

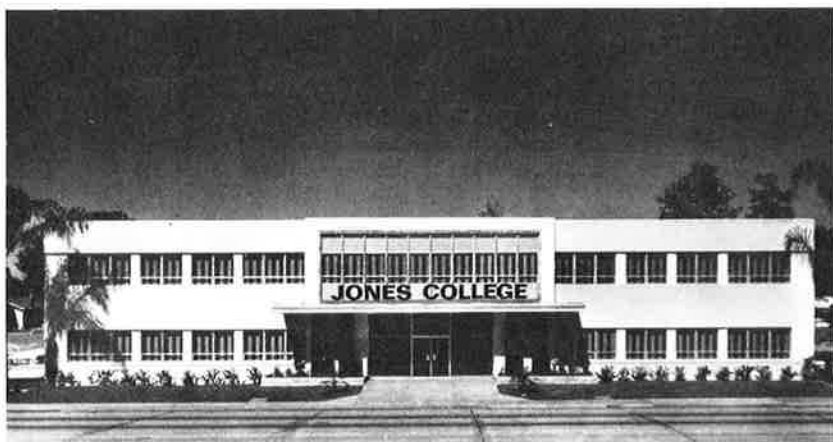
The main Orlando Campus of Jones College is located in a business center of the city adjacent to a fine residential area and only one and one-half blocks from the junction of U.S. Highways 17 and 92 and Florida Highway 50. These highways are main arteries from the north or south and east or west.

Tropically landscaped grounds, sizable parking areas, and an attractive modern building make this campus one of Florida's finest.

All areas of the two-story building are completely weather conditioned for summer and winter. The classrooms are equipped with modern functional furniture to insure the best in classroom comfort.

The Orlando Main Campus has 1000 students and an outstanding faculty. It offers many advantages to students in the areas of employment preparation and career potential.

There are no dormitory facilities at the Orlando campuses. Students must secure their own residence facilities; however, the College will assist in finding suitable accommodations. If on-campus residence facilities are required, it is recommended that the students attend the Jacksonville College.



Main Campus, Orlando

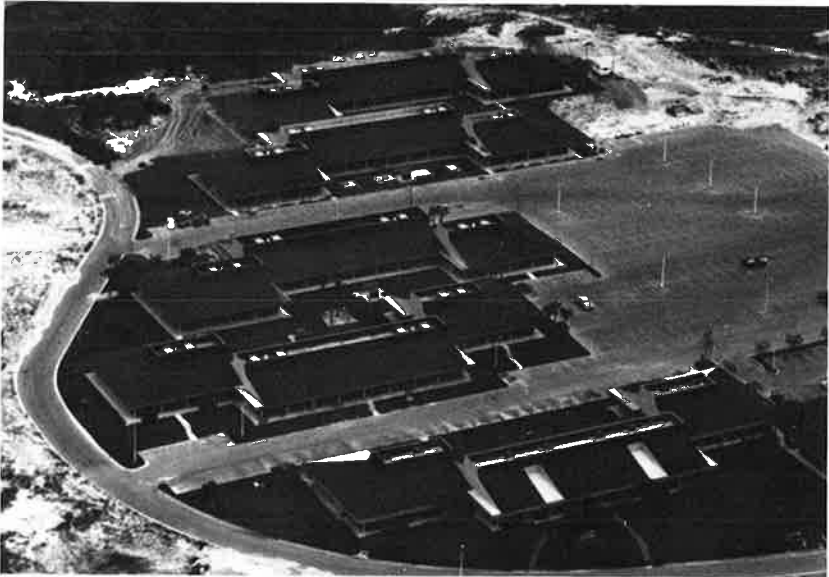
ORLANDO SOUTH CAMPUS

The ultra-modern Orlando South Campus of Jones College opened its doors in April, 1975. This new facility is designed to serve a rapidly expanding commuting student body. Spacious classrooms, lounge facilities and an expanding library will serve the needs of an anticipated enrollment of 500 students.

ORLANDO NORTH CAMPUS

The new Orlando North Campus is located conveniently on I-4 at Highway 436 in Altamonte Springs, a suburb of Orlando. The enrollment includes many students who commute from the central Florida cities north of Orlando.

The classrooms of the North Campus offer modern equipment, air conditioned facilities, and an excellent faculty similar to that enjoyed by the students on the Orlando Main Campus. The North Campus facilities are designed to accommodate 500 day and evening students.



North Campus, Orlando

JONES COLLEGE NORFOLK EXTENSION

The city of Norfolk is situated in the southeast corner of Virginia at the mouth of the James, Elizabeth and Nansemond Rivers and Chesapeake Bay, adjacent to the Atlantic Ocean at Hampton Roads. Norfolk Extension of Jones College is conveniently located in the downtown area.

Virginia Beach is only thirty minutes from the campus and provides opportunities for all types of water sports. Harbor cruises as well as fishing excursions are available.

Course information for Jones College Norfolk Extension is included in a separate brochure available upon request. Applications are accepted on a school-year by school-year basis only, as the continuance of this campus will depend upon the size of the enrollment and the status of the extension with the Veterans Administration and Association of Independent Colleges and Schools.

JONES COLLEGE FORT PIERCE

Location

Fort Pierce is 122 miles north of Miami, 58 miles north of Palm Beach and 229 miles south of Jacksonville on Florida's south Atlantic coast near U.S. 1 and the Sunshine State Parkway. Jones College is located "on the Mall" in downtown Fort Pierce. In the heart of Florida's "Treasure Coast," the College is less than a mile from wide, sandy, ocean beaches.

Recreational Activities

In the Fort Pierce area recreational activities abound. Deep-sea fishing on charter and party boats is available as well as fresh-water fishing in the St. Lucie River and surf-casting from 21 miles of beach. Easily accessible via the turnpike or four-laned U.S. 1 are events in Palm Beach and Miami, including Lion Country Safari, horse and dog racing, and the Orange Bowl Festival.



Jacksonville



Jacksonville

Student Life



STUDENT LIFE

Life in college can be varied and exciting. The student's education also includes the development of an understanding of people and the culture of the nation and the world. Many campus activities provide opportunities for this development.

The College provides resources for activities of the campus community. Formal conference rooms, informal lounges and other facilities are available to students, alumni and faculty.

Social activities vary from year to year according to the inclinations of the student. The orientation program each quarter is important to all new students, freshmen and transfer. These sessions deal with both academic and extra-curricular matters. Campus organizations and honors are carefully described. New students are also given practical advice on study habits, the budgeting of time and other matters of common concern. The student's academic program is outlined at this time. The faculty is prepared to counsel each student on personal or academic problems at any time. The student is expected to establish a continuing relationship with the faculty. Through the College's long tradition of close student-faculty relationship, the student will find ample opportunity to become well acquainted with both the dean and members of the faculty. Faculty members have regular office hours and students should seek a conference when additional guidance is needed.



Arlington Campus, Jacksonville

Students who show outstanding qualities of leadership, character and scholarship can be nominated for membership in a national honor and social fraternity or sorority. Community and campus projects, social events and other fraternal activities are provided for the membership. Chapters of the Society for the Advancement of Management and the Data Processing Management Association head up the list of other campus organizations that provide many opportunities for service programs, projects and activities for students who share the same interests.

Students are encouraged to participate in class activities and to join the various student organizations.



Arlington Campus, Jacksonville





The Jacksonville area offers many activities including surfing, golfing, skating, bowling, water-skiing and riding. The College and student organizations have in the past sponsored many activities such as beach parties, socials, golf tournaments and bowling leagues. Students are encouraged to participate in class activities and to join the various student organizations.



Admissions and Financial Information



GENERAL ADMISSION REQUIREMENTS

Graduation from high school or its equivalent is a prerequisite for admission to Jones College. Applicants not completing a secondary program or not having a diploma will be considered for admission on the basis of the General Education Development (GED) tests or equivalent. Applicants are informed of acceptance a few days after all required information is received. Students may apply for entry at the beginning of any term.

EARLY ADMISSION

Applicants will be considered for acceptance prior to secondary school graduation. Early applicants should submit their academic record through their junior year. Early acceptance is based on the assumption that senior year high school grades will reflect similar achievement.

ADMISSION FOR RECENT HIGH SCHOOL GRADUATES

Recent graduates of high school are urged to submit their applications at an early date. Recommendation by the Guidance Counselor is an important factor in favorable consideration of applicants.

TRANSFER STUDENTS

Students in any undergraduate program in another college or university may apply for transfer to Jones College. Approval will be given by the Registrar for the maximum number of credit hours already completed that are compatible with the Jones College program. Individual programs are developed for the transfer student to allow completion in the shortest possible time.



FOREIGN STUDENTS

When foreign students apply for admission, official transcripts of completed secondary and applicable college credits are required with notarized translation. These transcripts must include specific dates of school attendance, courses taken during each year of attendance, and grades received for each course prior to admission approval. Satisfactory evidence of successful mastery and command of the English language is required for all foreign students. All records should be submitted at the time of application. A Form I-20 (Immigration Certificate of Acceptance) will be sent to a student upon acceptance and payment of fees. With these exceptions, the conditions for admission of foreign students are identical with those for American students.

G.I. BILL OF RIGHTS

Jones College is approved for training under the G.I. Bill of Rights. Students are enrolled on a credit-hour basis in day or evening classes. Students attending two evenings a week can qualify for three-quarter time training allowance under the Act. Academically qualified veteran evening students may add additional classes and receive full-time benefits from the V.A. Veterans attending under the G.I. Bill are usually approved to pay quarterly charges in three monthly payments as they receive their checks from the Veterans Administration.

A special bulletin for prospective veteran students lists current G.I. Bill training allowances and is available upon request.

Counseling and Placement

New students are given aptitude and achievement tests to aid in selecting appropriate classes. The Iowa Silent Reading Test may be included in the battery. Students testing below the 12th-grade level will be required to participate in developmental courses in basic areas and/or a reading improvement course. These courses will be in addition to the required courses in the degree program and, although non-transferrable, they will count toward the Jones College graduation requirements.

APPLICATION PROCEDURE

Qualified applicants must submit a completed Application for Admission form to the College with the application fee of \$10, which is paid only once and is non-refundable. A high school transcript of work completed through date of application, if available, is also required. If a transcript is not available at the time of application, the College will correspond with the high school. High school officials should be requested to mail transcripts directly to the College. See application in the back of the catalog.

Upon notification of acceptance, a \$50 registration fee will be requested. This fee is non-refundable but will be applied to tuition on entry.

TUITION AND FEES

Tuition for all students registered for a degree program in the Accounting, Broadcast Management, Data Processing, Management or Marketing majors is listed below. Tuition may be paid in advance of the academic year for a 10 percent discount.

Credit Hours Carried	Tuition Per Quarter
16 to 18 credit hours	\$400
12 to 15 credit hours	\$288
9 to 11 credit hours	\$216
6 to 8 credit hours	\$144

All hours over 18 credit hours or under 6 credit hours will be charged at the rate of \$25 per credit hour.

Tuition for all students registered for a degree program in the Secretarial Science, Fashion Merchandising or Public Relations Secretarial majors is \$1,900 for the freshman year of the program plus a \$24 per quarter lab fee. Thereafter, tuition will be computed according to the above rates.

Data Processing and Broadcast Management majors are assessed a lab fee of \$24 per quarter for the length of the program..

Tuition for all diploma programs is \$1,900 plus a lab fee of \$72 (all diploma programs are designed to be completed in one academic year).

Fees

Application Fee (to accompany application), non-refundable	\$ 10.00
Registration Fee (applied to tuition), non-refundable	\$ 50.00
Apartment Reservation Fee, non-refundable	\$ 10.00
Student Apartment Rental (this covers minimum residence of nine months)	\$720.00
Apartment Damage Deposit	\$ 50.00
Graduation Fee (due last quarter), non-refundable	\$ 20.00
Re-entry Fee, non-refundable	\$ 2.50
Examination Make-up Fee, each	\$ 1.00
Final Examination Make-up Fee, each	\$ 5.00
Lab Fee for Diploma Programs	\$ 72.00

REGULATIONS REGARDING REFUNDS OF TUITION

The operating budget of the College provides for the engagement of faculty, operating expenses, and other annual provisions for management and physical facilities. The College anticipates its budget upon the collection of fees for the full academic year from all accepted students. The withdrawal of a student does not decrease the expenses of the College to any substantial extent; therefore, refunds or adjustments are subject to the following regulations:

1. **FAILURE TO ENTER**—If an accepted student does not enter classes, the full amount of prepaid tuition and residence charges will be refunded.

2. **WITHDRAWAL**—No refunds are automatic. Withdrawal will not be considered effective unless the student has notified the Dean or the Registrar of such withdrawal by means of a personal interview prior to or upon the date of withdrawal from classes. The effective date of withdrawal will be the last date of recorded attendance.

Upon withdrawal, charges for tuition will be as follows, and refunds due will be made accordingly:

<u>Withdrawal within</u>	<u>Charge</u>
First 10 days of quarter	20% of quarterly
11th through 30th day of quarter	50% of quarterly
31st through 60th day of quarter	70% of quarterly
After 60th day of quarter	100% of quarterly

Tuition prepaid for quarters subsequent to quarter of withdrawal will be refunded in full. Application, registration, and residence fees are not refundable.

3. DISMISSAL—In case of dismissal for disciplinary reasons, no refund will be made for the quarter during which the dismissal is effective. Any damage caused by misconduct or otherwise will be charged to the student.

FINANCIAL AID PROGRAM

Jones College makes every effort to assist those students who need financial aid to locate financing to complete their college programs. Included here are highlights on the various forms of loans, scholarships, grants, and part-time work opportunities available.

FEDERAL AID PROGRAMS

National Direct Student Loans

Students needing financial assistance may borrow up to \$1,250 per academic year under this program. Payments begin ten months after the student completes the program and may be extended over a 10-year period. Repayment may be deferred up to three years during service in Peace Corps, VISTA, or the Armed Forces and may be deferred as long as the borrower carries at least a half-time academic load at an institution of higher learning.

Basic Educational Opportunity Grant

Only full-time students who began their post high school education after April 1, 1973 are eligible for this grant program. The "Application for Determination of Basic Grant Eligibility" form may be obtained from the College, high school counselors, or pub-

lic libraries and is submitted to an agency of the Federal Government in accordance with the application instructions. The eligibility is then determined and notification sent directly to the student who then forwards such notification to the College where the actual Basic Educational Opportunity Grant Award is calculated.

Supplemental Educational Opportunity Grant

This program is available to those students exhibiting exceptional financial need and who would be unable to attend college without grant assistance. The Supplemental Educational Opportunity Grant may not exceed, for each of the student's undergraduate years, the lesser of \$1,500 or one-half of the total amount of financial aid provided to the student.

Federally Insured Student Loans

All students are eligible for loans under this program. A student may borrow up to \$2,500 per academic year from a participating lending institution. Repayment of the loan begins nine months after the student ceases to carry at least a half-time course of study, but may be deferred during periods of service in the Armed Forces, Peace Corps, or VISTA.

College Work-Study Program

Preference is given to those students with the greatest financial need who require employment to meet their education-related expenses. Students work an average of 15 hours per week in departments on the College campus in conjunction with their class schedules.



Arlington Campus, Jacksonville

SUGGESTIONS FOR AID APPLICANTS

1. Applicants seeking financial aid should first, study the annual expenses at Jones College; second, ask their high school guidance counselors about local funds available; third, contact the Jones College Director of Financial Aid for details and application forms.

2. Applicants are not considered for participation in the College financial aid program until they have paid their application fee and been accepted for admission to Jones College.

3. Students must be in good standing to be eligible for continued financial aid.

4. A confidential financial statement of parental income is required for most types of aid.

5. A student's application for financial assistance is analyzed by the Director of Financial Aid and an appropriate plan is recommended. This may include a combination of more than one type of aid. The student reviews the plan and indicates acceptance of it before any commitment is made.



Arlington Campus, Jacksonville

OTHER SOURCES OF AID

State Guaranteed Loan Plans

State Guaranteed educational loan plans are available in most states with generally the same provisions as the Federally Insured Student Loan Program. Application forms and information are available at most lending institutions.

Jones College Financial Grants

A limited number of grants are awarded on the basis of extreme financial need, in most cases where assistance from the Federal Aid Programs is insufficient in meeting the total educational costs (or need) of the student and is based on the evidence of ability to succeed in college-level work.

Jones College Work Grants

A limited number of grants are available in return for the performance of campus duties at the main campus halls, library, grounds, and various offices. These opportunities are usually reserved for upperclassmen. Students wishing to apply for Work Grants should contact the Director of Financial Aid at the College.

ANNUAL SCHOLARSHIPS FOR JONES COLLEGE STUDENTS

The following Scholarships are awarded during the Fall Quarter of each academic year. The selection is determined by an administrative committee.

Achievement Scholarship

Tuition credits of \$100 are awarded annually to the high ranking students in the Sophomore, Junior and Senior classes.

Josephine Forrestal Scholarship

A \$100 tuition credit is awarded annually on the basis of scholastic aptitude, need, and college citizenship.

Joe Harper Scholarships

A \$100 tuition credit is awarded annually on the basis of scholastic aptitude, need, and college citizenship.

A \$100 tuition credit is awarded annually to a Junior Class member on the basis of self-growth and contribution to the College.



Biscayne Southern College

Charlotte, Concord,
Gastonia, North Carolina

Jones College

Jacksonville, Orlando,
Ft. Pierce, Florida

Tampa College
Tampa, St. Petersburg,
Clearwater, Florida

An Innovative System

14 Campuses
8,000 Students
9 Major cities

Can you think of any college that offers you the opportunity to study at any one of 14 campuses and yet offers individualized instruction, your own identity, and a career education which allows concentration at your own pace?

If you are serious about your future but want social as well as professional expertise, then look no further, you have arrived.

Above is a map representing our campus locations. You can study in Charlotte, then in Jacksonville, move to Tampa and never leave the system. Think about that. You never have to transfer out of our system and yet you can further your career aims in nine different cities.



Academic Information



Definition of a Quarter Hour Credit

A standard quarter hour normally requires one hour of work in class each week for a quarter (10 to 12 weeks). Laboratory subjects having a disproportionate ratio of instruction to practice require additional class or laboratory hours per credit hour, depending upon the particular circumstances. Appropriate provision is allowed for home study. A standard class hour is 50 minutes.

Class Standing

The total successfully completed credit hours determine class standing as follows:

Freshman	1- 46
Sophomore	47- 92
Junior	93-138
Senior	Above 138

Grading

The following letter grading system is used:

A	Excellent
B	Above Average
C	Average
D	Unsatisfactory, but not failing
*F	Failure
I	Incomplete
WX	Voluntary Withdrawal
WP	Withdrawal with Penalty

*Upon request, this grade will not be used in calculation of grade-point average if repeated for credit and successfully completed with a passing grade.

Additional grades for withdrawals, transfer credit, and exemptions are defined in the Information for Students pamphlet.

Reports of grades are made to students and to parents or guardians of minors at the end of every quarter. More frequent reports may be obtained on request.

Student Records

The privacy of the student and access to college records are guaranteed by law. Should information be desired by the student which is not contained in quarterly grade reports, request may be made through the office of the Registrar, where student records are compiled.

COLLEGE LEVEL EXAMINATION PROGRAM

Jones College accepts credits earned through the College Level Examination Program (CLEP) up to 25 percent of the credit hours required by the degree program in which the student is enrolled. Scores of the 40th percentile and above, will be accepted for the credit hour and specific courses indicated below. Credit hours from the CLEP Examination can only be counted toward degree programs.

General Examinations

- A. English Composition—16 hours in
 - Communications I—6 quarter hours
 - Communications II—3 quarter hours
 - English Composition I—4 quarter hours
 - English Composition II—3 quarter hours

- B. Humanities—9 hours in
 - Humanities I—6 quarter hours
 - Humanities II—3 quarter hours

- C. Mathematics—24 hours in
 - College Mathematics—6 quarter hours
 - College Mathematics Advanced—6 quarter hours
 - Algebra—6 quarter hours
 - Statistics—6 quarter hours

- D. Social Sciences—13 hours in
 - Modern History—4 quarter hours
 - Introduction to Sociology—6 quarter hours
 - The Family—3 quarter hours

25 percent of any degree program may be earned through the CLEP subject examinations.

The College Level Examination Program is administered by the Educational Listing Service of Princeton, New Jersey. Interested students should contact the Admissions Office for further information.

Credit for Military Training

Credit for up to 25 percent of any degree or diploma program may be granted for parallel military training. Evidence of completion must be submitted to the Registrar for evaluation.

Dean's List

A student, enrolled in a minimum of nine credit hours, who earns at least a 3.5 grade-point average (A-) is eligible for the Dean's List, an honors list published each quarter.

Bookstore

Books and supplies may be purchased at the college bookstore. Book purchases will be necessary at the beginning of each school quarter. The cost of books may be reduced through the purchase of used books when available.

Insurance for Personal Belongings

The College does not carry insurance on students' personal possessions and is not responsible for loss or damage from any cause. Students should arrange for adequate coverage on existing policies or make arrangements locally for insurance.



Arlington Campus, Jacksonville



Main Campus, Orlando

Attendance Requirements

Day classes are scheduled between 8 a.m. and 4 p.m. Monday through Thursday and from 8 a.m. to 1:30 p.m. Friday. Evening classes are scheduled between 5:25 and 10:00 p.m., as needed, Monday through Friday. Evening College students may also attend Saturday morning classes upon approval by the Dean. Students attending under the "Work-Study Program" may, if necessary, be scheduled for a minimum class load in order to permit employment. The College is in session throughout the year on a quarterly basis except for holidays and vacations as shown in the college calendar. The summer quarter is optional, but full class offerings are available for the many students who choose to attend.

Students are required to attend each class session unless conditions over which they have no control prevent their being present. Excessive absences, excused or unexcused, may cause the student to be withdrawn from the class in which the absences occur.

Graduation With Honors

Students who have earned the requisite credits for graduation with the following grade-point averages are entitled to the appropriate honors: 3.50-3.75 cum laude, 3.76-3.89 magna cum laude, 3.9 and above summa cum laude.

Regulations Governing Student Conduct

All students will be held responsible for conforming to local, state, and federal laws and for behaving in a manner consistent with the best interests of the College and of the student body. The College reserves the right to suspend or dismiss from the College any student at any time when such action is deemed by the Administration to be in the best interest of the student, the student body, or the College, and to do so without setting forth the cause for such action.

Transfer of Credits to Other Colleges

The College is accredited as a Senior College of Business by the Accrediting Commission of the Association of Independent Colleges and Schools, a nationally recognized professional accrediting agency.

The Jones College curriculum has been developed for the student interested in a program which will provide professional career qualification in business or business administration. The College does not recommend application from students who are undecided about career plans, or who may later seek transfer.

Many traditional colleges and universities limit the offering of courses in the major areas during the Freshman and Sophomore years. Jones College students begin their majors during the first academic year. Although many colleges accept our credits on transfer, a student planning transfer should obtain prior approval from the Dean or Registrar of the other institution before making application for admission to Jones College.

Curriculum



JUNIOR AND SENIOR COLLEGE PROGRAMS

The Associate in Science degree programs may be pursued either as terminal programs by those wishing employment on completion or by those desiring to continue their education in a Senior College program.

THE BACHELOR OF SCIENCE DEGREE PROGRAM IN BUSINESS ADMINISTRATION

To qualify for the Bachelor of Science Degree students are required to accomplish the following:

1. Complete a minimum of 186 quarter hours of acceptable work, of which at least the full senior year's credit requirements must be taken at Jones College.
2. Earn required credit in Areas I, II, III, and IV or as specified. Although all curricula are outlined by areas, it is not necessary that one area be completed before another. Student schedules usually include courses from at least two areas each quarter, assigned in logical sequence. Courses specified may require prerequisites which may be used to partially fulfill elective requirements.
3. Maintain a general grade average of "C" or higher (a grade point average of at least 2.0 calculated only on credits attempted at Jones College). This requirement may be relaxed by the faculty academic standards committee for good cause and upon such conditions as the committee may fix.
4. Pass all required final examinations in all courses for which earned credits are recorded.
5. Abide by all College rules and regulations. Maintain a creditable attendance and deportment record and settle all financial obligations to the College prior to graduation.
6. Complete one term (six hours per week) professional internship for academic evaluation (broadcast and secretarial majors only).
7. Participate in the next College commencement exercises following completion of all course requirements.

BACHELOR DEGREE PROGRAM

Total Quarter Hour Requirements

	Quarter Hours
Area I Core	26
Area II Major	74
Area III General Studies	64
Area IV Free Electives	22
Minimum Total	186

Area I—Core—Required for all programs 26 Quarter Hours

Course Numbers	Course	Quarter Hours
ACC 111	Principles of Accounting I	6
COM 133	Business English	4
ECN 241	Economics I	4
MAT 191	College Mathematics	6
MCH 161	Business Machines I	2
SEC 172	Beginning Typing	<u>4</u>
		26

Area II—Major 74 Quarter Hours

**Accounting Major
(Select From)**

Course Numbers	Course	Quarter Hours
ACC 112	Principles of Accounting II	6
ACC 213	Principles of Accounting III	3
ACC 214	Principles of Cost Accounting	6
ACC 216	Intermediate Accounting I	6
ACC 217	Intermediate Accounting II	3
ACC 219	Federal Taxation	4
ACC 314	Advanced Cost Accounting	3
ACC 319	Federal Taxation, Advanced	4
ACC 415	Advanced Accounting I	6
ACC 416	Advanced Accounting II	3
ACC 417	Auditing	6
ACC 418	Auditing, Advanced	3
ACC 422	Computer Applications to Accounting Problems	6
DPG 183	Business Data Processing	4
ECN 344	Money and Banking	4
ECN 442	Financial Management	4
MAT 192	College Mathematics, Advanced	6

MGT	121	Introduction to Business	6
MGT	122	Principles of Management	3
MGT	124	Business Law I	5
MGT	125	Business Law II	4
MGT	227	Credits and Collections	4

Broadcast Management Major
(Offered in Jacksonville only)
(Select From)

Course Numbers	Course	Quarter Hours
ACC 112	Principles of Accounting II	6
ACC 213	Principles of Accounting III	3
BRD 050	Internship, WFAM, WJCR	0
BRD 150	Introduction to Broadcasting	4
BRD 151	Introduction to Television	4
BRD 156	Fundamentals of Broadcast Announcing I	6
BRD 157	Fundamentals of Broadcast Announcing II	3
BRD 251	Radio & TV Station Operation	4
BRD 253	Studio Productions	6
BRD 254	Communications Law	4
BRD 255	Government Regulations of Broadcasting	4
BRD 257	Advertising, Media	4
BRD 259	Television Productions	4
BRD 351	Market & Program Research	4
BRD 450	Issues & Problems	4
COM 336	Journalism	4
COM 339	Discussion and Conference Techniques	4
DPG 183	Business Data Processing	4
HUM 240	Contemporary Music	3
MGT 121	Introduction to Business	6
MGT 122	Principles of Management	3
MGT 224	Promotional Sales	4
MGT 320	Principles of Supervision	2

Data Processing Major
(Select From)

Course Numbers	Course	Quarter Hours
ACC 112	Principles of Accounting II	6
ACC 213	Principles of Accounting III	3
ACC 422	Computer Applications to Accounting Problems	6
DPG 181	Key Punch	3
DPG 183	Business Data Processing	4
DPG 184	Automated Data Processing	3
DPG 185	Computer Concepts	6

*DPG	187	Assembler Language	6
*DPG	188	RPG II, Introductory	6
DPG	282	RPG II, Advanced	3
*DPG	284	COBOL, Introductory	6
DPG	285	COBOL, Advanced	3
*DPG	286	FORTRAN and BASIC	4
DPG	287	Business Systems: Analysis and Design	4
DPG	388	Management Information Systems	4
DPG	482	Operating Systems	3
DPG	483	Business Data Processing Applications	4
MAT	192	College Mathematics, Advanced	6
MGT	122	Principles of Management	3
MGT	124	Business Law I	5
MGT	125	Business Law II	4
MGT	320	Principles of Supervision	2
* Required			

Management Major

(Required)

Course Numbers	Course	Quarter Hours
ACC 112	Accounting II	6
ACC 213	Accounting III	3
DPG 183	Business Data Processing	4
MGT 122	Principles of Management	3
MGT 124	Business Law I	5
PSY 240	General Psychology	4
		<u>4</u>
		25
(Select 49 Credit Hours From)		
ACC 219	Federal Taxation	4
ACC 417	Auditing	6
DPG 388	Management Information Systems	4
ECN 344	Money and Banking	4
ECN 347	Investments	3
ECN 442	Financial Management	4
HUM 447	Logic	4
MAT 192	College Mathematics Advanced	6
MGT 121	Introduction to Business	6
MGT 125	Business Law II	4
MGT 221	Office Management	3
MGT 222	Risk and Insurance	4
MGT 224	Promotional Sales	4
MGT 225	Real Estate	3
MGT 227	Credits and Collections	4
MGT 230	Small Business Administration	3
MGT 320	Principles of Supervision	2
MGT 321	Personnel Management	4

MGT	421	Labor Relations and Collective Bargaining	4
MGT	423	Business Policy and Administration	4
MKG	225	Principles of Marketing	4
PSY	241	Applied Psychology	3
PSY	345	Human Relations	4

Marketing Major
(Offered in Orlando Only)
(Select From)

Course Numbers	Course	Quarter Hours
ACC 112	Principles of Accounting II	6
ACC 213	Principles of Accounting III	3
DPG 183	Business Data Processing	4
ECN 442	Financial Management	4
MAT 192	College Mathematics, Advanced	6
MGT 121	Introduction to Business	6
MGT 122	Principles of Management	3
MGT 124	Business Law I	5
MGT 125	Business Law II	4
MGT 221	Office Management	3
MGT 224	Promotional Sales	4
MGT 225	Real Estate	3
MGT 227	Credits and Collections	4
MKG 123	Principles of Salesmanship	4
MKG 124	Principles of Advertising	4
MKG 225	Principles of Marketing	4
MKG 228	Consumer Behavior	4
MKG 326	Retailing Management	4
MKG 329	Marketing Management	4
MKG 420	Marketing Management Problems	4

Area III—General Studies

64 Quarter Hours

In addition to the 10 quarter hours of general education included in Area I, 64 additional quarter hours (a total of 74) are required from the following courses: *

COMMUNICATIONS

COM	130	English Mechanics
COM	131	Communications I
COM	132	Communications II
COM	135	Effective Speaking I
COM	136	Effective Speaking II
COM	230	English Composition I
COM	231	English Composition II
COM	233	Report Writing

COM	235	Introduction to Literature
COM	236	Twentieth-Century Literature
COM	239	Introduction to Fiction
COM	336	Journalism
COM	339	Discussion & Conference Techniques

ECONOMICS

ECN	141	Personal Finance
ECN	240	Economic History
ECN	242	Principles of Economics II
ECN	243	Principles of Economics III
ECN	347	Investments

MATHEMATICS

MAT	291	Algebra
MAT	391	Statistics

SOCIAL SCIENCE

APY	241	Cultural Anthropology
HIS	241	History, American
HIS	242	History, Modern
HIS	244	Political Science
HIS	341	History of Florida
HUM	240	Music, Contemporary
HUM	241	Humanities I
HUM	242	Humanities II
HUM	343	Philosophy
HUM	445	Ethics
HUM	447	Logic
GPY	244	Cultural Geography
PSY	240	Psychology, General
PSY	241	Psychology, Applied
PSY	242	Psychology, Child
SOC	245	Introduction to Sociology
SOC	246	The Family

* Specific requirements are made for each major.

Area IV—Free Electives

22 Quarter Hours

Free electives may be selected from the courses listed. Electives may be specialized or general studies.

NOTE: Any specific course requirements in any area may be changed or waived by the Dean of the College or appropriate faculty committee upon written request and for reasonable cause. The total hours specified in each area and the degree program total are the minimum requirements for the baccalaureate degree.

**ASSOCIATE IN SCIENCE DEGREE PROGRAM
IN BUSINESS ADMINISTRATION**

To qualify for the Associate in Science Degree students are required to accomplish the following:

1. Complete a minimum of 108 quarter hours of acceptable work, at least one-half of which, including the last three quarters' credit requirements, must be taken at Jones College.

2. Earn required credit in Areas I, II, and III, or as specified. Although all curricula are outlined by areas, it is not necessary that one area be completed before another. Student schedules usually include courses from at least two areas each quarter, assigned in logical sequence. Courses specified may require prerequisites which may be used to partially fulfill elective requirements.

3. Maintain a general grade average of "C" or higher. This requirement may be relaxed by a faculty committee on examination for good cause and upon such conditions as the committee may fix.

4. Pass final examinations in all courses for which earned credits are recorded.

5. Abide by all College rules and regulations. Maintain a creditable attendance and deportment record and settle all financial obligations to the College prior to graduation.

6. Participate in the next College commencement exercises following completion of all graduation requirements.

7. Complete one term (six hours per week) professional internship for academic evaluation (broadcast and secretarial majors only).

**ASSOCIATE IN SCIENCE DEGREE PROGRAM
IN BUSINESS ADMINISTRATION**

Total Quarter Hour Requirements

	Quarter Hours
Area I Core	26
Area II Major	66
Area III General Studies	<u>16</u>
Minimum Total	108

Area I—Required for all Programs			26 Quarter Hours
Course Numbers	Course		Quarter Hours
ACC 111	Principles of Accounting I		6
COM 133	Business English		4
ECN 241	Economics I		4
MAT 191	College Mathematics		6
MCH 161	Business Machines I		2
SEC 172	Beginning Typing		<u>4</u>

Area II—Major			66 Quarter Hours
Accounting Major			
Course Numbers	Course		Quarter Hours
ACC 112	Principles of Accounting II		6
ACC 213	Principles of Accounting III		3
ACC 214	Principles of Cost Accounting		6
ACC 216	Intermediate Accounting I		6
ACC 217	Intermediate Accounting II		3
ACC 219	Federal Taxation		4
DPG 183	Business Data Processing		4
MAT 192	College Mathematics, Advanced		6
MGT 121	Introduction to Business		6
MGT 122	Principles of Management		3
MGT 124	Business Law I		5
MGT 125	Business Law II		4
MGT 227	Credits & Collections		4
Free Electives (6 Quarter Hours from any 100 or 200 level course) *			

66

Broadcast Management Major			
(Offered in Jacksonville only)			
Course Numbers	Course		Quarter Hours
ACC 112	Principles of Accounting II		6
BRD 050	Internship, WFAM		0
BRD 150	Introduction to Broadcasting		4
BRD 156	Fundamentals of Broadcast Announcing I		6
BRD 157	Fundamentals of Broadcast Announcing II		3
BRD 251	Radio & TV Station Operation		4
BRD 253	Studio Productions		4
BRD 254	Communications Law		4
BRD 255	Government Regulations of Broadcasting		4
BRD 257	Advertising, Media		4
COM 135	Effective Speaking I		4
COM 136	Effective Speaking II		3

MGT 122	Principles of Management	3
MGT 224	Promotional Sales	4
Free Electives (13 Quarter Hours from any 100 or 200 level course) *		

66

Data Processing Major

Course Numbers	Course	Quarter Hours
ACC 112	Principles of Accounting II	6
DPG 181	Keypunch	3
DPG 183	Business Data Processing	4
DPG 184	Automated Data Processing	3
DPG 185	Computer Concepts	6
DPG 187	Assembler Language	6
DPG 188	RPG II, Introductory	6
DPG 282	RPG II, Advanced	3
DPG 284	COBOL, Introductory	6
DPG 285	COBOL, Advanced	3
DPG 287	Business Systems: Analysis and Design	4
MAT 192	College Mathematics, Advanced	6
MGT 121	Introduction to Business	6
MGT 122	Principles of Management	3
Free Electives (4 Quarter Hours from any 100 or 200 level course) *		

66

Management Major

Course Numbers	Course	Quarter Hours
ACC 112	Principles of Accounting II	6
ACC 219	Federal Taxation	4
DPG 183	Business Data Processing	4
MAT 192	College Mathematics, Advanced	6
MGT 121	Introduction to Business	6
MGT 122	Principles of Management	3
MGT 124	Business Law I	5
MGT 125	Business Law II	4
MGT 221	Office Management	3
MGT 222	Risk and Insurance	4
MGT 224	Promotional Sales	4
MGT 227	Credits and Collections	4
MGT 225	Real Estate	3
Free Electives (10 Quarter Hours from any 100 or 200 level course) *		

* Free electives in all majors may be selected subject to the approval of the Dean, from any of the courses in the 100 and 200 levels listed in the descriptions of courses.

Area III—General Studies**16 Quarter Hours**

In the Associate in Science degree program a minimum of 26 quarter-hour credits is required in the area of general studies. In addition to the ten quarter hours of general education included in Area I, select 16 hours from the following: *

COMMUNICATIONS

COM	130	English Mechanics
COM	131	Communications I
COM	132	Communications II
COM	135	Effective Speaking I
COM	136	Effective Speaking II
COM	230	English Composition I
COM	231	English Composition II
COM	233	Report Writing
COM	235	Introduction to Literature
COM	236	Twentieth Century Literature
COM	239	Introduction to Fiction

ECONOMICS

ECN	141	Personal Finance
ECN	240	Economic History
ECN	242	Principles of Economics II
ECN	243	Principles of Economics III

MATHEMATICS

MAT	291	Algebra
-----	-----	---------

SOCIAL SCIENCE

HIS	242	Modern History
HIS	244	Political Science
HUM	240	Contemporary Music
HUM	241	Humanities I
HUM	242	Humanities II
PSY	240	General Psychology
PSY	242	Child Psychology
SOC	245	Introduction to Sociology
SOC	246	The Family

*Specific requirements are made for each major.

Other general education courses at the 100 or 200 level may be approved by the Dean of the College.

NOTE: Any specific course requirements in any area may be changed or waived by the Dean of the College or appropriate faculty committee upon written request and for reasonable cause. The total hours specified in each area and the degree program total are the minimum requirements for the associate degree.

PATRICIA STEVENS CAREER PROGRAMS

Today's woman is a dynamic, sophisticated individual. She is ready to meet and deal with the challenges of her changing world. Our Patricia Stevens programs are designed to develop today's total woman. We are not only concerned with preparing you for a career but also with helping you to develop the poise and self-confidence so necessary for success in any public contact position.

If you have been searching for a career that is exciting and personally satisfying then search no more! We offer concentrated study in the highly specialized fields of Fashion Merchandising, Public Relations-Secretarial and Professional Modeling.

What could be more stimulating for the fashion oriented woman than a career in Fashion Merchandising or Professional Modeling—traveling to the fashion centers; working with designers; buying merchandise for a store; advising the public on trends; conducting fashion shows; doing photographic, television and high fashion runway modeling.

Or, if you enjoy working with people then Public Relations-Secretarial may be the career for you—planning vacations or business trips; making reservations with hotels and airlines; working in the advertising or public relations division of a major company; meeting the public in many capacities.

In addition to our career programs we also offer the unique Patricia Stevens Personal Development training in wardrobe, make-up, visual poise, voice and diction, figure control and personal development.

You will receive professional training with an emphasis on individualized instruction which is so necessary in order for you to reach your full potential. You will also receive placement assistance when you graduate. Through our Patricia Stevens programs we are truly opening up a whole new world for the woman of today—and tomorrow!

TOGETHER, we will make a great thing better — YOU!



Jacksonville



ASSOCIATE IN SCIENCE DEGREE PROGRAM

Fashion Merchandising

A Patricia Stevens Program

Total Quarter Hour Requirements

	Quarter Hours
Area I Core	21
Area II Major.	55
Area III General Studies	<u>20</u>
Minimum Total	96

Area I—Core

21 Quarter Hours

Course Numbers	Course	Quarter Hours
COM 133	Business English	4
MAT 191	College Mathematics	6
MCH 161	Business Machines I	2
MGT 124	Business Law I	5
SEC 172	Beginning Typing	<u>4</u>
		21

Area II—Major

55 Quarter Hours

ACC 111	Principles of Accounting I	6
FMP 101	Color and Design	2
FMP 103	Fashion Sketching	2
FMP 105	Fashion Writing and Show Coordination	4
FMP 106	Personal Development	2
FMP 107	Basic Modeling	2
FMP 108	Professional Modeling	2
FMP 109	Interior Design	3
FMP 111	Non Textiles	3
FMP 113	Principles of Buying and Retailing	6
FMP 115	Ready to Wear	3
FMP 121	Sales Fundamentals and Techniques	2
FMP 125	Source of Fashion	4
FMP 127	Textiles	2
FMP 129	History of Furniture	2
MCH 162	Business Machines II	2
MGT 125	Business Law II	4
MGT 224	Promotional Sales	<u>4</u>
		55

Area III—General Studies

20 Quarter Hours

COM 131	Communications I	6
COM 132	Communications II	3
COM 135	Effective Speaking I	4
COM 335	Mass Media	3
ECN 241	Principles of Economics I	<u>4</u>
		20

ASSOCIATE IN SCIENCE DEGREE PROGRAM

Secretarial Science

A Patricia Stevens Program

Total Quarter Hour Requirements

	Quarter Hours
Area I Core	21
Area II Major	44
Area III General Studies	<u>31</u>
Minimum Total	96

Area I—Core

21 Quarter Hours

Course Numbers	Course	Quarter Hours
COM 133	Business English	4
MAT 191	College Mathematics	6
MCH 161	Business Machines I	2
MGT 124	Business Law I	5
SEC 172	Beginning Typing	<u>4</u>
		21

Area II—Major

44 Quarter Hours

ACC 215	Clerical Payroll Procedures	2
FMP 106	Personal Development	2
FMP 107	Basic Modeling	2
FMP 108	Professional Modeling	2
MCH 162	Business Machines II	2
MGT 121	Introduction to Business	6
SEC 171	Beginning Shorthand	4
SEC 173	Intermediate Typing	4
SEC 175	Filing and Indexing	2
SEC 270	Advanced Typing	4
SEC 272	Intermediate Shorthand	4
SEC 273	Advanced Shorthand	4
SEC 277	Secretarial Science	4
SEC 280	Machine Transcription	<u>2</u>
		44

Area III—General Studies

31 Quarter Hours

COM 130	English Mechanics	3
COM 131	Communications I	6
COM 132	Communications II	3
COM 135	Effective Speaking I	4
COM 230	English Composition I	4
COM 233	Report Writing	4
ECN 141	Personal Finance	3
ECN 241	Principles of Economics I	<u>4</u>
		31

ASSOCIATE IN SCIENCE DEGREE PROGRAM

Public Relations-Secretarial

A Patricia Stevens Program

Total Quarter Hour Requirements

	Quarter Hours
Area I Core	21
Area II Major	37
Area III General Studies	38
Minimum Total	<u>96</u>

Area I—Core

21 Quarter Hours

Course Numbers	Course	Quarter Hours
COM 133	Business English	4
MAT 191	College Mathematics	6
MCH 161	Business Machines I	2
MGT 124	Business Law I	5
SEC 172	Beginning Typing	<u>4</u>
		21

Area II—Major

37 Quarter Hours

ACC 215	Clerical Payroll Procedures	2
FMP 106	Personal Development	2
FMP 107	Basic Modeling	2
FMP 108	Professional Modeling	2
FMP 121	Sales Fundamentals and Techniques	2
MGT 121	Introduction to Business	6
PRP 103	Public Relations I	4
PRP 104	Public Relations II	3
PRP 105	Communications and Transportation	2
PRP 107	Basic Office Procedures	2
PRP 206	Geography and Public Relations	2
PRP 224	Advertising and Public Relations	4
SEC 171	Beginning Shorthand	<u>4</u>
		37

Area III—General Studies

38 Quarter Hours

COM 130	English Mechanics	3
COM 131	Communications I	6
COM 132	Communication II	3
COM 135	Effective Speaking I	4
COM 335	Mass Media	3
COM 336	Journalism	4
ECN 241	Principles of Economics I	4
PSY 240	General Psychology	4
PSY 241	Applied Psychology	3
SOC 245	Introduction to Sociology	<u>4</u>
		38

DIPLOMA PROGRAMS
FASHION MERCHANDISING DIPLOMA
A Patricia Stevens Program

Course Numbers	Course	Quarter Hours
COM 131	Communications I	6
COM 132	Communications II	3
COM 335	Mass Media	3
FMP 101	Color and Design	2
FMP 103	Fashion Sketching	2
FMP 105	Fashion Writing and Show Coordination	4
FMP 106	Personal Development	2
FMP 107	Basic Modeling	2
FMP 108	Professional Modeling	2
FMP 109	Interior Design	3
FMP 111	Non Textiles	3
FMP 113	Principles of Buying and Retailing	6
FMP 115	Ready to Wear	3
FMP 121	Sales Fundamentals and Techniques	2
FMP 125	Source of Fashion	4
FMP 127	Textiles	2
FMP 129	History of Furniture	2
MAT 191	College Mathematics	6
MCH 161	Business Machines I	2
MGT 224	Promotional Sales	4
SEC 172	Beginning Typing	<u>4</u>
Total Quarter Hours		67

EXECUTIVE SECRETARIAL DIPLOMA
A Patricia Stevens Program

Course Numbers	Course	Quarter Hours
ACC 215	Clerical Payroll Procedures	2
COM 130	English Mechanics	3
COM 131	Communications I	6
COM 132	Communications II	3
COM 133	Business English	4
FMP 106	Personal Development	2
FMP 107	Basic Modeling	2
FMP 108	Professional Modeling	2
MAT 191	College Mathematics	6
MCH 161	Business Machines I	2
MCH 162	Business Machines II	2

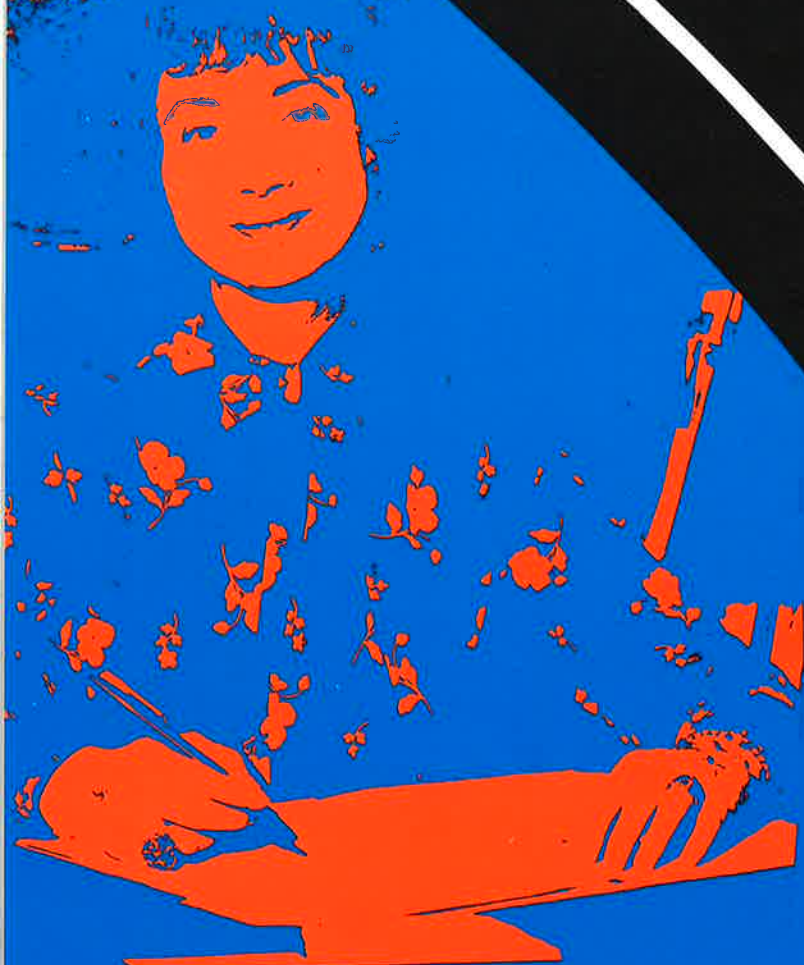
MGT	124	Business Law I	5
SEC	171	Beginning Shorthand	4
SEC	172	Beginning Typing	4
SEC	173	Intermediate Typing	4
SEC	175	Filing & Indexing	2
SEC	270	Advanced Typing	4
SEC	272	Intermediate Shorthand	4
SEC	273	Advanced Shorthand	4
SEC	280	Machine Transcription	<u>2</u>
Total Quarter Hours			67

PUBLIC RELATIONS-SECRETARIAL DIPLOMA
A Patricia Stevens Program

Course Numbers	Course	Quarter Hours
COM 130	English Mechanics	3
COM 131	Communications I	6
COM 132	Communications II	3
COM 133	Business English	4
COM 335	Mass Media	3
FMP 106	Personal Development	2
FMP 107	Basic Modeling	2
FMP 108	Professional Modeling	2
FMP 121	Sales Fundamentals and Techniques	2
MAT 191	College Mathematics	6
MCH 161	Business Machines I	2
PRP 103	Public Relations I	4
PRP 104	Public Relations II	3
PRP 105	Communications and Transportation	2
PRP 107	Basic Office Procedures	2
PRP 206	Geography and Public Relations	2
PRP 224	Advertising and Public Relations	4
PSY 240	General Psychology	4
PSY 241	Applied Psychology	3
SEC 171	Beginning Shorthand	4
SEC 172	Beginning Typing	4
Total Quarter Hours		67

Quarter hours earned in any diploma program may be applied to an Associate in Science Degree.

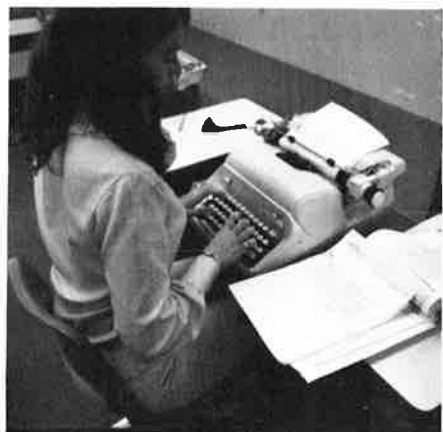
Course Description



DR. JOYCE CHUMBLEY









PRINCIPLES OF

ACC 111

ACCOUNTING I

6 Quarter Hours

Defines accounting objectives and their relation to business. The student is taught fundamental principles of accounting, the recording of transactions in the elementary journals, and posting to the ledgers. The trial balance, working papers, financial statements, and the opening and closing of books are included. Prerequisite: MAT 191

PRINCIPLES OF

ACC 112

ACCOUNTING II

6 Quarter Hours

The course is a continuation of Accounting I. The student is trained in the recording of more advanced transactions. Emphasis is placed on the opening of books: classification and controlling of accounts; safeguarding of cash, notes, acceptances, discounts, capital investments and withdrawals; as well as adjusting and closing of the books. Prerequisite: ACC 111

PRINCIPLES OF

ACC 213

ACCOUNTING III

3 Quarter Hours

A continuation of Accounting I and II. Devoted primarily to accounting for industrial corporations. Includes the opening, adjusting, and closing of corporation accounts and books; shows a general system of accounting, and classification of accounts. Prerequisite: ACC 112

PRINCIPLES OF COST ACCOUNTING

ACC 214

6 Quarter Hours

The principles of cost recording. The basic cost concept. The importance of cost determination and recording. Prerequisite: ACC 213

CLERICAL PAYROLL

ACC 215

PROCEDURES

2 Quarter Hours

Training in the methods of computing wages and salaries, methods of keeping records, and the making of government reports.

INTERMEDIATE

ACC 216

ACCOUNTING I

6 Quarter Hours

Intermediate Accounting is an advanced course that presents a comprehensive study of accounting theory above the level of basic accounting principles. The mechanics of working papers, accounting for corporation stock issues, funds flow, valuation of inventories, and analysis of financial statements are typical of the problems dealt with. Considerable emphasis is placed upon the accounting theory together with accounting problems designed to supplement this theory. Prerequisite: ACC 213

INTERMEDIATE

ACC 217 **ACCOUNTING II** **3 Quarter Hours**
Continuation of Intermediate Accounting I, which is prerequisite.

ACC 219 **FEDERAL TAXATION** **4 Quarter Hours**
A brief but thorough treatment of the principles of federal taxes, including income taxes and social security taxes. Through the use of lectures, illustrations, and the treatment of tax problems by the student, a working knowledge of tax principles is acquired.

ADVANCED

ACC 314 **COST ACCOUNTING** **3 Quarter Hours**
A continuation of ACC 214.

FEDERAL TAXATION

ACC 319 **ADVANCED** **4 Quarter Hours**
An advanced study of the principles of federal taxation applied to corporations, estates, and trusts. Prerequisite: ACC 219

ADVANCED

ACC 415 **ACCOUNTING I** **6 Quarter Hours**
Complex accounting theory and practice is developed in the areas of partnership accounting, installment sales, consignments, receivership accounting, consolidations, fiduciary accounting and other subjects. Prerequisite: ACC 217

ADVANCED

ACC 416 **ACCOUNTING II** **3 Quarter Hours**
Continuation of Advanced Accounting I plus cases of enterprises in distress; estates and trusts. Prerequisite: ACC 415

ACC 417 **AUDITING** **6 Quarter Hours**
Nature of audit evidence; basic audit techniques; audit practices and procedures; professional ethics; audit reports. Prerequisite ACC 213

ACC 418 **ADVANCED AUDITING** **3 Quarter Hours**
A continuation of ACC 417 which is prerequisite plus statistical sampling. Prerequisite: ACC 417

COMPUTER APPLICATIONS TO

ACC 422 **ACCOUNTING PROBLEMS** **6 Quarter Hours**
The purpose of the computer in financial management. Its use as part of the accounting process. The place of the computer in present day accounting, budgeting and auditing matters is studied. A group directed study. Prerequisites: ACC 217 or a programming language.

CULTURAL

APY 241 **ANTHROPOLOGY** **6 Quarter Hours**
An examination of the nature of cultural institutions with special emphasis on such variables as economic structure, art, religion, language, and other institutions.

AUTOTUTOR TEACHING MACHINE COURSES

A number of courses prepared for the "Autotutor" electronic teaching machines are available on the Arlington Campus. Although teaching machine programs are generally designed to be offered without the direct supervision of an instructor, it is the policy of the College to provide the assistance of an instructor at all times. A maximum of eight hours' credit may be earned through the teaching machine program. The following 2-quarter-hour courses are offered as additional electives:

ATM 120 **EFFECTIVE MANAGEMENT I** **2 Quarter Hours**
Decision making, organizational practices, effective planning.

ATM 121 **EFFECTIVE MANAGEMENT II** **2 Quarter Hours**
Delegation practices, managerial control, effective use of executive time.

ATM 130 **ENGLISH I** **2 Quarter Hours**
Punctuation, sentences, nouns and pronouns.

ATM 131 **ENGLISH II** **2 Quarter Hours**
Verbs, modifiers.

ATM 180 **DATA PROCESSING** **2 Quarter Hours**
Introduction to computer mathematics.

ATM 190 **MATHEMATICS I** **2 Quarter Hours**
Modular math, sets, symbols, bases 1, bases 2.

ATM 191 **MATHEMATICS II** **2 Quarter Hours**
Properties of whole numbers (Vol's. 1 & 2), modular arithmetic.

ATM 192 **MATHEMATICS III** **2 Quarter Hours**
Statistical analysis, fundamentals of algebra, basic statistics.

ATM 193 **MATHEMATICS IV** **2 Quarter Hours**
Mathematical introduction to slide rule, slide rule fundamentals (two parts), slide rule computations.

BRD 050 **INTERNSHIP** **Non-Credit**
The student is assigned to production duties in the student laboratory stations, WJCR, WFAM (educational FM under the supervision and evaluation of a faculty advisor), or TV closed circuit broadcasting. Three terms (two hours weekly) are required for the AS degree. An additional three terms are required in the BS program. Upon written request, the Dean may approve responsible work in an off-campus position in broadcasting.

BRD 150

**INTRODUCTION
TO BROADCASTING**

4 Quarter Hours

This course is designed to familiarize the beginning student with mass communications and to introduce the student to the technical aspects of broadcasting, including the various broadcast services; AM, FM, TV, ETV, ITV, CATV, etc. A survey of the technical equipment used in broadcasting operations is included in a laboratory section. This course is a prerequisite for all other broadcasting courses.

BRD 151

**INTRODUCTION
TO TELEVISION**

4 Quarter Hours

Students study a variety of television cameras and camera operating techniques, lighting objectives, video tape recording and production.

BRD 156

**FUNDAMENTALS OF
BROADCAST ANNOUNCING I**

6 Quarter Hours

A study of the importance and influence of the announcer. Emphasis is placed on developing an understanding of the process of oral-aural communications and in giving the student experience in relating his speech to radio-television announcing. The course is supplemented by actual experience with tape recorders in the laboratory.

BRD 157

**FUNDAMENTALS OF
BROADCAST ANNOUNCING II**

3 Quarter Hours

A continuation of Broadcast Announcing I. Emphasis is placed on newscasts, commercial copy, and dramatic readings. More extensive use of tape and video tape recorders and introductory "on-camera" situations. Prerequisite: BRD 156

BRD 251

RADIO AND TV

4 Quarter Hours

A study of the organization of broadcast stations, looking at the problems related to planning and operation. Course is designed to help the student develop an understanding of the economic factors affecting broadcasters, and taste and skill in program planning and production.

BRD 253

STUDIO PRODUCTIONS

4 Quarter Hours

Objective is to give the student creative working experiences that are essential to the production of radio and television programs. Heavy emphasis is placed on laboratory work in various areas of production. Prerequisite BRD 157

BRD 254 COMMUNICATIONS LAW 4 Quarter Hours

A study of the laws and governmental regulations relating to radio and television broadcasting. Course includes a study of the various congressional acts regarding broadcasting. The powers and duties of the Federal Communications Commission are discussed in addition to the laws of libel and slander. The student is prepared for the Third Class Radiotelephone License examination with Broadcast Endorsement which is given by the FCC.

GOVERNMENT REGULATIONS

BRD 255 OF BROADCASTING 4 Quarter Hours

A continuation of Communications Law. Further development of an understanding of the power and limitations of the FCC and other agencies concerned with broadcasting. Actual FCC decisions are discussed and analyzed. Course describes procedures for obtaining and keeping broadcast licenses. Prerequisite BRD 254

BRD 257 ADVERTISING II: MEDIA 4 Quarter Hours

A study of the economics, standards, and ethics of commercial copywriting. Extensive laboratory work in the preparation and presentation of commercial broadcast copy. Prerequisite MGT 224

BRD 258 BROADCAST LABORATORY 2 Quarter Hours

An independent production course in which the student has an opportunity to use skills in a practical situation. Projects consist of production assignments agreed upon by the student and a faculty adviser. Prerequisite: Junior Standing and Consent of Instructor

BRD 259 TELEVISION PRODUCTIONS 4 Quarter Hours

Production of basic, formatted television programs such as news, weather, interview and panel. Production of the commercial and public service announcement. Classes are divided into production units with each student gaining experience as producer, director, cameraman, lighting technician, floor director, audio technician, scenic designer, film editor and talent. Prerequisite: BRD 151

MARKET AND

BRD 351 PROGRAM RESEARCH 4 Quarter Hours

A study of audience survey techniques such as Pulse and ARB. Students actually perform audience surveys, study the many forms of radio and television station programming, and actually create a new station from the information learned. Prerequisite: Junior Standing

BRD 353 BROADCAST LABORATORY 2 Quarter Hours

An independent production course in which the student has an opportunity to use skills in a practical situation. Projects consist

of production assignments agreed upon by the student and a faculty adviser. Prerequisite: BRD 253, Junior Standing, and Consent of Instructor

BROADCASTING

BRD 355 **AND EDUCATION** **4 Quarter Hours**

An in-depth study of the history of educational broadcasting, development of current organizations and the outlook for the future. Background information is gained for use on WFAM, Jones College Educational FM. Prerequisite: Junior Standing and Consent of Instructor

CURRENT ISSUES AND PROBLEMS

BRD 450 **IN BROADCASTING** **4 Quarter Hours**

A Senior seminar in those issues and problems that face broadcasters today. A study of current decision-making problems that confront broadcasters every day. Directed Study. Prerequisite: Senior standing

BRD 453 **BROADCAST LABORATORY** **2 Quarter Hours**

Same as BRD 353, only for senior students. Projects for seniors would necessarily be more involved. Prerequisite: BRD 253, Senior Standing, and Consent of instructor

DEVELOPMENTAL

COM 030 **ENGLISH** **3 Quarter Hours**

An introductory course of punctuation and grammar, emphasizing the vernacular of communication. (Approval of Dean required.)

COM 130 **ENGLISH MECHANICS** **3 Quarter Hours**

A course in spelling, vocabulary, and word study that gives a mastery over words and fluency to one's language. It comprises drills in spelling, vocabulary building, pronunciation, syllabication, definitions, synonyms, and useful technical terms.

COM 131 **COMMUNICATIONS I** **6 Quarter Hours**

Offers thorough groundwork in English grammar and usage, especially as applied to business letters, reports and transcription.

COM 132 **COMMUNICATIONS II** **3 Quarter Hours**

A continuation of Communications I with a shifting of emphasis to the fundamental principles of correct punctuation, capitalization, numbers and abbreviations.

COM 133 **BUSINESS ENGLISH** **4 Quarter Hours**

The course is a study of the technique of writing effective business letters of particular types, such as adjustment letters, credit and collection series, sales letters, advertising letters, and letters of ap-

plication. Special attention is devoted to perfecting the technical aspects of business communications. A Term Paper will be required.
Prerequisite: COM 131 and 132

COM 135 **EFFECTIVE SPEAKING I** **4 Quarter Hours**
The aim of the course is to develop the ability to speak clearly and effectively before an audience; to develop in the student the ability to think and express ideas effectively; and to plan, compose, and deliver speeches and talks of various kinds.

COM 136 **EFFECTIVE SPEAKING II** **3 Quarter Hours**
Continuation of Effective Speaking I plus the study of voice production and the phonetic production of sound.
Prerequisite: COM 135

COM 230 **ENGLISH COMPOSITION I** **4 Quarter Hours**
This course stresses clear thinking, effective writing, and intelligent discussion. It provides instruction in such rhetorical principles as the thesis statement, good diction, sentence construction, introductions and conclusions, simple patterns of development, transitional words and linking devices; and in the mechanics of written expression. Prerequisite: COM 132

COM 231 **ENGLISH COMPOSITION II** **4 Quarter Hours**
Composition II is basically a course in polemics. The object of the course is to refine the skills learned in Composition I and apply them to the problems of persuasion. The main goal is to clarify both the logical processes and the style by encouraging precision accuracy, brevity, and skepticism. The uses and limits of logic are examined in detail. A Term Paper will be required.
Prerequisite: COM 230

COM 233 **REPORT WRITING** **4 Quarter Hours**
The object of the course is to make the student thoroughly competent to write or analyze a detailed and comprehensive report. Selected reports from government and business will be analyzed daily. The student will learn to recognize strengths, weaknesses, means of persuasion, and methods of illustration. Whenever possible, the executive decisions based on these reports and the results of these decisions will be analyzed to determine the final value of the report. In addition, the student will write both formal and informal reports including one comprehensive report as a term project. Prerequisite: COM 231

INTRODUCTION TO

COM 235 **LITERATURE** **5 Quarter Hours**
This course is designed to introduce the student to the four basic literary forms of the play, the novel, the short story, and the poem.

Emphasis may be placed on a structural analysis of one or more of the forms. Selected works will be based around a central theme.

TWENTIETH CENTURY

COM 236 LITERATURE 3 Quarter Hours

This course is designed to acquaint the student with current thought and trends as reflected in the writings of our time and may include American, British, and European writers. Materials will be selected by the instructor.

INTRODUCTION TO

COM 239 FICTION 5 Quarter Hours

The object of the course is to provide a sound foundation for further readings in the genre. Works studied will include novels and short stories from major areas (English, American, Russian, and French).

COM 335 MASS MEDIA 3 Quarter Hours

This course provides an historical perspective on the development of mass media in the United States, an analysis of print and electronic media, as well as an evaluation of their roles, their influence on the individual, and their impact on the society as a whole.

COM 336 JOURNALISM 4 Quarter Hours

Training in reporting, news writing, copy writing, and other activities related to journalistic practices with emphasis on accuracy and direct expression.

DISCUSSION AND

COM 339 CONFERENCE TECHNIQUES 4 Quarter Hours

This course will cover methods and techniques in modern discussion, interview, panel, symposium, round table. Critical thinking, evidence, and reasoning are studied.

DPG 181 KEYPUNCH 3 Quarter Hours

This course covers fundamentals of keyboard input devices including instruction and exercises on 24, 26, and 29 card punch machines, and 56 and 59 verifiers. Accuracy and speed using the touch system are stressed. The student is also instructed in the punching of program cards for keypunch machines. Prerequisite: SEC 172 or typing speed of 45 wpm.

BUSINESS

DPG 183 DATA PROCESSING 4 Quarter Hours

This course provides an overview of all major areas of data processing. There is a general exposure to computer and non-computer

equipment and concepts. The student is expected to become thoroughly familiar with data processing terminology and major concepts.

AUTOMATED

DPG 184 DATA PROCESSING 3 Quarter Hours

This course provides a complete coverage of the IBM Sorter, Reproducer, Interpreter, Collator and Electronic Accounting Machine. The use of flowcharts, decision tables, and table concepts is learned. The student learns to wire control panels and to operate these machines, and to prepare machine procedures and documentation relative to non-computer technology.

DPG 185 COMPUTER CONCEPTS 6 Quarter Hours

This course provides a comprehensive overview of computerized data processing. It covers the computer number systems (base 2, 10, and 16) and logic; the computer hardware as related to the central processing unit, the input/output devices as they relate to the IBM System/3 and other computing systems. Prerequisites: DPG 183, MAT 191

DPG 187 ASSEMBLER LANGUAGE 3 Quarter Hours

This course provides the student with an introduction to the Basic Assembler Language (BAL) as it is used in the IBM System/3 computing system. Knowledge of BAL provides the student with the capability to program by using a machine oriented language. Prerequisite: DPG 185

DPG 188 RPG II, (INTRODUCTORY) 6 Quarter Hours

This course provides a foundation for the use of the Report Program Generator as a computer language. The student is expected to learn and apply the basic facilities of this language utilizing the sequential access methods. Prerequisite: DPG 185

DPG 282 RPG II, (ADVANCED) 3 Quarter Hours

This course provides the advanced concepts of the Report Program Generator as a computing language. The student is expected to learn and apply the advanced facilities of this language utilizing the direct access methods. Prerequisite: DPG 188

DPG 284 COBOL, INTRODUCTORY 6 Quarter Hours

This course provides a foundation for the use of the COBOL (Common Business Oriented Language) as a computer language. The student is expected to learn and apply the basic facilities of this language utilizing the sequential access methods. Prerequisite: DPG 185

DPG 285 **COBOL, ADVANCED** **3 Quarter Hours**
This course provides the advanced concepts of COBOL as a computing language. The student is expected to learn and apply the advanced facilities of this language utilizing the direct access methods. Prerequisite: DPG 284

DPG 286 **FORTRAN AND BASIC** **4 Quarter Hours**
This course provides a foundation for the use of FORTRAN (Formula Translation) and BASIC (Beginner All Purpose Symbolic Instruction Code). FORTRAN is a scientific-engineering language which is a problem-centered higher level language permitting the solution of quantitative business problems with relative ease. BASIC is an interactive language used primarily for tele-processing. The student is expected to learn and apply the basic facilities of these languages in problem-solving situations. Prerequisite: DPG 185 and MAT 291

BUSINESS SYSTEMS

DPG 287 **ANALYSIS AND DESIGN** **4 Quarter Hours**
This course in business operations is concerned with the design and maintenance of forms, records, and office systems. Included will be a study of punched cards and other input/output systems, work flow planning, office layout, work measurement, types of business equipment and office tools available and the writing of business procedure specifications. Also included will be information retrieval research techniques and tools as they apply to systematic principles of management decision making. Prerequisite: One Programming Language

MANAGEMENT

DPG 388 **INFORMATION SYSTEMS** **4 Quarter Hours**
An introduction to the problem of systems analysis and design. The organization of human resources to determine management information needs and necessary facilities for data collection and selection. The impact of computer introduction on existing organizational patterns. Feasible business problem application to existing or potential equipment. Evaluation of systems effectiveness.

OPERATING SYSTEMS AND

DPG 482 **DATA COMMUNICATIONS** **3 Quarter Hours**
This course covers the basic facilities of the operating system; job control language system (systems control language); use of systems utility programs; multi-programming concepts; multi-processing concepts; data communications (tele-processing), batch, remote job entry, on-line real-time and interactive operations; communications resources (types and grades of transmission facilities), and terminal hardware concepts. Prerequisite: DPG 187

BUSINESS DATA PROCESSING

DPG 483 APPLICATIONS 4 Quarter Hours

The computer has become a major factor in modern business organizations. The purpose of this senior-level course is to provide the vehicle for the student to put into practice the knowledge and skills gained from business and data processing courses. The approach is primarily from the viewpoint of the manager who must evaluate the potential of electronic equipment as it can influence the design of information processing systems. The organization of human resources to determine management information needs and facilities necessary for data collection and selection. Feasible business problem applications to existing or potential equipment. Evaluation of systems effectiveness.

ECN 141 PERSONAL FINANCE 3 Quarter Hours

This course is designed to cover family economics including the range of financial decisions in family budgeting.

ECN 240 ECONOMIC HISTORY 6 Quarter Hours

A study of economic history from the pre-market economy with its agricultural foundation through the industrial revolution to the development of our present day market system, including a study of relevant philosophers.

PRINCIPLES OF

ECN 241 ECONOMICS I 4 Quarter Hours

Macro Economics; a thorough study of the central issues of income and employment.

PRINCIPLES OF

ECN 242 ECONOMICS II 4 Quarter Hours

Micro Economics is a detailed study of price theory and the market system.

PRINCIPLES OF

ECN 243 ECONOMICS III 4 Quarter Hours

A study of the neo-classical, Keynesian and post-Keynesian: "New Economics" and its application to growth and stability in the economic environment. Prerequisite: ECN 242

ECN 344 MONEY AND BANKING 4 Quarter Hours

Basic concepts of the monetary system; the commercial banking system in our economy; monetary theory and fiscal policies; expansion and stabilization of the supply of money; the Federal Reserve System. Prerequisite: ECN 241

ECN 347 **INVESTMENTS** **3 Quarter Hours**
Study of securities and securities markets. Analysis of various categories of corporate securities, public securities and other investments. Taxes which affect investment policy, Administering the personal portfolio. Prerequisite: ECN 241

ECN 442 **FINANCIAL MANAGEMENT** **4 Quarter Hours**
Introduces study to the tools of financial analysis and problems of financial management, including cash, profitability, and capital budgeting. Various sources of corporate funds, including short-, intermediate-, and long-term arrangements. Prerequisite: ACC 213

FMP 101 **COLOR AND DESIGN** **2 Quarter Hours**
The principles and history of art elements of design—the principles of color.

FMP 103 **FASHION SKETCHING** **2 Quarter Hours**
An introduction to basic sketching. Designed to develop the ability to sketch rapidly the fashion figure.

FASHION WRITING AND FASHION

FMP 105 **SHOW COORDINATION** **4 Quarter Hours**
Introduction and practice in writing copy for fashion publications. Fashion show coordination and commentary are also studied. Additional lab sessions required.

PERSONAL

FMP 106 **DEVELOPMENT** **2 Quarter Hours**
A study of make up, personal and business wardrobe, voice and diction, figure control and visual poise. Additional lab sessions required.

FMP 107 **BASIC MODELING** **2 Quarter Hours**
Retail Modeling, Professional Make up, Wholesale Modeling, Photographic Modeling and an introduction to Little Theatre are covered. Additional lab sessions required.

PROFESSIONAL

FMP 108 **MODELING** **2 Quarter Hours**
Professional photographic modeling sessions, promotional modeling, television modeling, voice control and character improvisation are included.

FMP 109 **INTERIOR DESIGN** **3 Quarter Hours**
A study of decorating, room planning, floor coverings, textiles, and accessories.

FMP 111 **NON-TEXTILES** **3 Quarter Hours**
A study of non-fabric products, used for accessories.

PRINCIPLES OF BUYING

FMP 113

AND RETAILING

6 Quarter Hours

A study of the principles and techniques of successful buying, including budgeting the merchandise, dollar, and assortments. Included is an analysis of retail organization.

FMP 115

READY TO WEAR

3 Quarter Hours

A study of ready-to-wear clothing, including construction, sizing, and types.

SALES FUNDAMENTALS

FMP 121

AND TECHNIQUES

2 Quarter Hours

A study of retail sales, including the approach, the greeting, the presentation, and appearance. Additional lab sessions required.

FMP 125

SOURCE OF FASHION

4 Quarter Hours

A study of fashion through history.

FMP 127

TEXTILES

2 Quarter Hours

A study of artificial and natural fibers, including their production, identification, use, and care.

FMP 129

HISTORY OF FURNITURE

2 Quarter Hours

A study of the history of furniture use and fashion. Additional lab sessions are required.

HIS 241

AMERICAN HISTORY

4 Quarter Hours

American History since 1877 is an examination of the emergence of the U.S. as a world and industrial power, including the Progressive Period, W.W.I., the Great Depression, the New Deal period, and W.W.II.

GPY 244

CULTURAL GEOGRAPHY

6 Quarter Hours

An examination of cultural geography which emphasizes the development and geographical location of the major societies of the world.

HIS 242

MODERN HISTORY

4 Quarter Hours

This course is a look at the world since 1945 including the Cold War, the recovery of Western Europe, the postwar policies of the United States, the Soviet Union and its satellites, the end of Colonialism, and the advent of competitive co-existence.

HIS 244

POLITICAL SCIENCE

4 Quarter Hours

This course introduces students to general principles and problems of modern government. It shows the place of government in the social process, the forms of government, and theories of the state. The American system is analyzed.

HIS 341 **HISTORY OF FLORIDA** **3 Quarter Hours**

This course examines the history of the State of Florida from its origin as a Spanish colony to its present status. The course includes an analysis of such factors as historical tradition, climate, and location as they relate to Florida's development.

HUM 240 **CONTEMPORARY MUSIC** **3 Quarter Hours**

Informed understanding and enjoyment of music is fostered by tracing the evolution of such major styles as religious music, folk music, chamber music, and popular music. The influence of jazz on modern music is emphasized.

HUM 241 **HUMANITIES I** **6 Quarter Hours**

A course designed to acquaint the student with the great literature, philosophy, art, and music in Western Civilization. The course deals with the humanities in contemporary life.

HUM 242 **HUMANITIES II** **3 Quarter Hours**

The course deals with our cultural heritage. Major emphasis is placed upon mature understanding, enlarged appreciation, and a philosophy of life adequate for the needs of our age.

HUM 343 **PHILOSOPHY** **4 Quarter Hours**

A study of the major branches of philosophy. Analysis of the problems of clear thinking: a study of the meaning of words and sentences, also a study of deductive logic, inductive logic, and the scientific methods. This will be presented through lectures, readings, and reports.

HUM 445 **ETHICS** **3 Quarter Hours**

Introduces the student to the problem of the good and the right, investigates the principal ethical theories, and studies the great formulators of ethical systems.

HUM 447 **LOGIC** **3 Quarter Hours**

A study of effective thinking based on adequate evidence, following approved procedures, to reach sound decisions. Emphasis is placed upon the detection of common fallacies and the methods of analyzing arguments to determine their validity.

ELEMENTARY

MAT 090 **MATHEMATICS** **2 Quarter Hours**

A review of the basic principles of arithmetic and mathematics. Students not satisfying the college entrance requirements in mathematics must take this course.

MAT 191 **COLLEGE MATHEMATICS** **6 Quarter Hours**

A study of a wide range of fundamental quantitative decision procedures as applied to problems in business administration.

COLLEGE MATHEMATICS,

MAT 192

ADVANCED

6 Quarter Hours

Continuation of MAT 191, which is a prerequisite.

MAT 291

ALGEBRA

6 Quarter Hours

Selected topics from algebra especially for accounting, data processing, and management majors, including among other, polynomials, rational functions, logarithmic and exponential functions, arithmetic and geometric progressions. Solution of equations and inequalities.

MAT 391

STATISTICS

6 Quarter Hours

The objectives of the course are to acquaint the student with probability and its application to statistical theory. The student will gain an understanding of the kinds of regularity that exist even among seemingly random fluctuations and experience in associating, developing, and using mathematical models to interpret physical phenomena and predict the outcome of experiments related to practical business problems. Prerequisite: MAT 291

MCH 161

BUSINESS MACHINES I

2 Quarter Hours

The course includes the ten-key add list machine and/or the full-key add list machine. Emphasis is placed on machine operation relating to basic business mathematics problems.

MCH 162

BUSINESS MACHINES II

2 Quarter Hours

The course teaches the printing calculator, rotary calculator and/or the electronic calculator. The student is required to apply knowledge of mathematics to procedures of payroll, sales distributions, commission, chain discounts, prorating of overhead expense, statistical information, amortization, profit and loss, and all phases of accounting both manual and computerized reports. Prerequisite: MAT 191

INTRODUCTION

MGT 121

TO BUSINESS

6 Quarter Hours

This is a study of all the activities in the field of business: ownership, organization, marketing, physical factors, purchasing, production, personnel finance, quantitative control and government techniques.

PRINCIPLES OF

MGT 122

MANAGEMENT

3 Quarter Hours

The latest major approaches and techniques of management are studied in the areas of planning, systems management, new organizational concepts, computer influence, controlling and quantitative measurement.

MGT 124 **BUSINESS LAW I** **5 Quarter Hours**

A survey of the nature and functions of law with emphasis on its application in the field of contracts, including a scan of the legal framework of the agency, partnership and corporate relationships.

MGT 125 **BUSINESS LAW II** **4 Quarter Hours**

A study and examination into the field of bailments, sales, credit instruments in recurring title or possession, negotiable instruments and insurance.

MGT 221 **OFFICE MANAGEMENT** **3 Quarter Hours**

Teaches inter-relationship of office functions, services, facilities; office communications problem solving; evaluation criteria for business machines and DP systems; successful human relations in office administration.

MGT 222 **RISK AND INSURANCE** **4 Quarter Hours**

Principles and their economic inter-relationships that are basic to sound risk management for an individual and for a company are emphasized.

MGT 224 **PROMOTIONAL SALES** **4 Quarter Hours**

A study of the fundamentals involved in the techniques of promotional sales from the standpoint of the producer, retailer, and consumer. It provides a scholarly and up-to-date treatment of the economic and social aspects of the subject as well as a practical application of the techniques to specific advertisements and campaigns.

MGT 225 **REAL ESTATE** **3 Quarter Hours**

A broad National treatment of real estate principles and the legal forms used in real estate transactions.

CREDITS AND

MGT 227 **COLLECTIONS** **4 Quarter Hours**

The purpose of this course is to familiarize the student with the operation conducted in the credit department of a business. The analysis of the financial statement, interpretation of credit data, collection methods and procedures, and other modern credit problems are covered by discussion and illustrated by cases.

SMALL BUSINESS

MGT 230 **MANAGEMENT** **3 Quarter Hours**

This course examines the various aspects of starting, operating and promoting a small business enterprise. It is a comprehensive discussion of problems encountered by small businesses. A study of management principles and procedures provides methods of resolving these problems.

PRINCIPLES OF

MGT 320 **SUPERVISION** **2 Quarter Hours**

A study of different aspects of supervisory leadership including

motivation, morale, teamwork and effective communication. This course employs a case study method.

MGT 321 PERSONNEL MANAGEMENT 4 Quarter Hours

The instructor presents a realistic study of the principles and practices toward personnel management, major factors in personnel problems and labor relations, and the organization of personnel work. Attention is also turned toward the task of procuring, developing, maintaining, and using an effective working team.

LABOR RELATIONS AND

MGT 421 COLLECTIVE BARGAINING 4 Quarter Hours

A study of the history, principles, and laws on the local, state, and federal levels that affect labor relations and employer-employee relations; unionism and collective bargaining.

BUSINESS POLICY

MGT 423 AND ADMINISTRATION 4 Quarter Hours

Development of administrative organization. Analysis and discussion of problems confronted by management in daily operations. Determination of policies for the integration of a business enterprise. Case studies.

PRINCIPLES OF

MKG 123 SALESMANSHIP 4 Quarter Hours

Principles of selling. Students develop skill through delivery of prepared and extemporaneous sales presentations.

PRINCIPLES OF

MKG 124 ADVERTISING 4 Quarter Hours

A study of the principles and institutions involved in mass selling techniques.

PRINCIPLES OF

MKG 225 MARKETING 4 Quarter Hours

The course deals with the distribution of goods from producer to consumer and covers such topics as characteristics of markets for consumer goods and industrial goods, marketing functions and the organizations that perform them, marketing methods and techniques, price policies, and the cost of marketing.

MKG 228 CONSUMER BEHAVIOR 4 Quarter Hours

Survey of theories of consumer market behavior and producer reactions. Analysis of consumer motivation, buying behavior and market adjustment. Behavior aspects of the marketing process from producer to ultimate consumer.

MKG 326 RETAILING MANAGEMENT 4 Quarter Hours

A survey course concerned with the development and application of the more significant concepts relating to retail organization,

merchandising, pricing, buying, promotion, and control. Prerequisite: MKG 225

MKG 329 **MARKETING MANAGEMENT** **4 Quarter Hours**
Managerial approach to marketing function of product development, promotion, pricing, physical distribution, marketing strategy. Prerequisite: MKG 225

MARKETING MANAGEMENT

MKG 420 **PROBLEMS** **4 Quarter Hours**
Problems in all phases of marketing analyzed. Emphasis on decision-making. Case studies. Prerequisite: MKG 329

PRP 103 **PUBLIC RELATIONS I** **4 Quarter Hours**
This course provides the student with an opportunity to analyze problems of creating and maintaining a favorable public image.

PRP 104 **PUBLIC RELATIONS II** **3 Quarter Hours**
A continuation of PRP 103 emphasizing the need for social responsibility in Public Relations. Students are taught techniques of selling one's self, one's firm, one's ideas and services to others.

COMMUNICATIONS AND

PRP 105 **TRANSPORTATION** **2 Quarter Hours**
Students learn the terminology and procedures relative to communications and transportation services. Personnel, equipment, systems, and modern techniques are studied.

BASIC OFFICE

PRP 107 **PROCEDURES** **2 Quarter Hours**
These studies and activities are arranged to develop additional office skills. Instruction in the following subjects is included: Receptionist skills; Telephone Techniques; Handling the Mail; Alphabetical, Numerical and Geographical Filing. Additional lab sessions required.

GEOGRAPHY AND

PRP 206 **PUBLIC RELATIONS** **2 Quarter Hours**
A study of geography relative to public relations with a review of physical and economic characteristics of the major world centers of activity.

ADVERTISING AND

PRP 224 **PUBLIC RELATIONS** **4 Quarter Hours**
A study of the fundamentals of advertising as a media of communications in public relations.

PSY 240 **PSYCHOLOGY, GENERAL** **4 Quarter Hours**
The study of human behavior with special reference to perception, learning, memory, thinking, emotional life, and individual differ-

ences in intelligence, aptitude, and personality. Emphasis is placed upon the scientific nature of psychological investigations. Research methods are discussed, and results are related to daily life and everyday problems.

PSY 241 **PSYCHOLOGY, APPLIED** **3 Quarter Hours**
A survey of the application of psychology to personnel and marketing problems. Prerequisite: PSY 240

PSY 242 **PSYCHOLOGY, CHILD** **3 Quarter Hours**
A study of the heredity and environmental factors influencing the development of the child: methods of evaluation, children's activities and language development, mental development, emotional and social adjustment including personality disorders and behavior problems. Prerequisite: PSY 240

PSY 345 **HUMAN RELATIONS** **4 Quarter Hours**
The object of this course is to discuss the methods and findings of the behavioral sciences on the persisting human problems of administering modern organizations. Emphasis is placed on the problems of integrating the efforts of individuals and groups into effective productive work.

RED 030 **READING SKILLS** **4 Quarter Hours**
The reading development course is designed to improve rate, comprehension, vocabulary, word meaning, and paragraph comprehension. Modern scientific projection equipment used in the classroom includes the Tach-X, Controlled Reader, and a large number of reading accelerators. The achievement of the class is measured by Iowa Silent Reading tests at the beginning and end of course.

SEC 070 **INTERNSHIP** **Non-Credit**
A responsible on or off-campus assignment of the graduating student in the secretarial major under the supervision and evaluation of a faculty advisor. Required for graduation in both the AS and BS programs.

SEC 171 **BEGINNING SHORTHAND** **4 Quarter Hours**
Beginning theory and principles of shorthand. Emphasis on learning proper outlines and their proportions, brief forms and phrasing. Spelling and punctuation drills are included. A two-hour laboratory class is utilized to develop speed.

BEGINNING TYPING
SEC 172 **TYPING I** **4 Quarter Hours**
Covers complete keyboard, posture, parts of the typewriter and their proper use. Emphasis is on the development of touch techniques and the formulation of correct typewriting habits. Required for all majors.

SEC 173 **INTERMEDIATE TYPING** **4 Quarter Hours**
Arrangement of business letters, envelopes and tabulation problems. Erasing and carbon copies introduced. Emphasis is on accuracy in production work and drills designed to build speed and accuracy. Prerequisite: SEC 172

SEC 175 **FILING AND INDEXING** **2 Quarter Hours**
All modern forms of filing and indexing are studied with the aid of a textbook prepared by one of the largest manufacturers of filing equipment. The use of filing equipment gives actual practice in filing correspondence and other papers by the various methods.

SEC 270 **ADVANCED TYPING** **4 Quarter Hours**
Advanced typing and speed building. Emphasis is placed on letter styles, manuscripts, advanced tabulations, professional, business and government papers and documents. A two-hour laboratory class is used to develop speed. Prerequisite: 173

INTERMEDIATE

SEC 272 **SHORTHAND** **4 Quarter Hours**
Emphasis is on dictation and the development of transcription ability. Theory, punctuation and spelling drills given as needed. A two-hour laboratory class is used to develop speed. Prerequisite: SEC 171

SEC 273 **ADVANCED SHORTHAND** **4 Quarter Hours**
Complete review of theory and principles. Dictation and transcription of mailable letters is emphasized. A two-hour laboratory class is used to develop speed. Prerequisite: SEC 272

SEC 277 **SECRETARIAL SCIENCE** **4 Quarter Hours**
This course aims to develop an understanding of the role of the secretary and the responsibilities. It covers various techniques, procedures and person factors. Case studies are used to develop competence in the decision-making process for an executive office.

SEC 280 **MACHINE TRANSCRIPTION** **2 Quarter Hours**
This course is designed to give secretarial students experience in operation of and transcription from modern dictating equipment. Emphasis is placed upon correct methods of transcribing and the production of both quantity and quality work.

SOC 245 **SOCIOLOGY** **4 Quarter Hours**
A study of the human society, its cultures, social organizations, and institutions. Outside readings.

SOC 246

THE FAMILY

3 Quarter Hours

The family is studied as the primary social institution in historical and contemporary American society. Special emphasis is given to the relationship of the family, sex education, legal and social factors affecting marital adjustment.



Arlington Campus, Jacksonville

College Organization



BOARD OF TRUSTEES

Jack H. Jones	Chairman of the Board of Trustees Jones College
Leeward J. Bean	Account Manager, Burroughs Corporation
O. C. Beakes	Attorney at Law, Jacksonville, Florida
Judge Tyrie A. Boyer	Attorney at Law, Jacksonville, Florida
Dick Doty	President, Dick Doty and Associates, Inc.
Dr. Stanley J. Drake	President, Ft. Lauderdale College of Business & Finance
Harold J. Gibson	Manager Training and Manpower Resources Offshore Power Systems
Mrs. Delores C. Jones	President, Jones College
Donald C. Jones	Attorney at Law, Ft. Lauderdale, Florida
Ralph H. Hanna	Vice President, Jones College
Dr. Richard H. Laube	Dean, College of Business Administration Valparaiso, Indiana
David C. MacNamara	Assistant Secretary of State State of Florida
Dr. Robert W. Sneden	President, Davenport College of Business Grand Rapids, Michigan

JONES COLLEGE JACKSONVILLE ADMINISTRATION

Jack H. Jones	Chairman of the Board
Delores C. Jones	President of the College
Elizabeth M. Shults	Executive Vice President
Ralph H. Hanna	Vice President
James F. Garner	Vice President and Comptroller
Ed Bell Oberle	Vice President, Broadcasting
Mary F. Crump	Vice President, Alumni Affairs
James M. Patch	Dean of Academic Affairs
Dorothy D. Jones	Corporate Secretary
Hugh R. Patterson	Director of Student Affairs
Richard A. Clark	Director of Community Relations
Susan K. Brady	Director of Financial Aid
David M. Driver	Registrar
Samuel J. Dynes	Director of Broadcast Department
Robert A. Brady	Dean, Arlington Campus
J. Lawrence Fordham	Dean, North Campus
Dan W. Franks	Dean, Arlington Evening College
Willie L. Lowe	Dean, Southwest Campus
Nettie R. Hooker	Residence Director

JONES COLLEGE JACKSONVILLE STAFF

Joan B. Bairstow	Administrative Assistant, Registrar's Office
Alfred Becker	Security Officer
Kasandra L. Boxwell	Assistant, Registrar's Office
Angeline L. Brentnell	Receptionist
Martha K. Brewer	Receptionist, Southwest Campus
Joyce L. Bunk	Secretary, North Campus
L. D. Carr	Security Officer
Gertrude O. Carter	Secretary, Southwest Campus
Betty Jill Ciaramitaro	Secretary, Evening Dean
Shirley D. Cohen	Coordinator Public Relations
Shirley A. Cribben	Correspondence Secretary
	Word Processing Center
Eleanor C. Crutchfield	Correspondence Secretary
	Word Processing Center
Lee S. Emerson	Director of Physical Facilities
Harry L. Fox	Security
Jane U. Garrison	Assistant to Director of Community Relations
Kathleen B. Garrison	Bookstore Manager
Alice F. Gillespie	Assistant, Registrar's Office
Christine M. Giouroukos	Financial Aid Coordinator
Harold L. Glenn	Building Engineer
Joan A. Gruber	Career Consultant
Brenda M. Jenkins	Correspondence Secretary
	Word Processing Center
Jane W. Jessee	Resident Manager
Lewis King	Head, Data Processing Department
Barbara B. Kraft	Accountant
Sue Lanier	Secretary, Southwest Campus
Ruth H. Lasris	Administrative Assistant, Registrar's Office
Peggy D. Leddy	Administrative Assistant, Dean's Office
Carol D. Levy	Correspondence Secretary
	Word Processing Center
Margaret A. Light	Payroll Clerk
Ruby B. Long	Residence Assistant
Richard E. Marjenhoff	Sergeant, Security
Andrew J. Marquis	Veterans Affairs Coordinator
William T. McCall	Security Officer, North Campus
Dorothy T. Milikin	Administrative Assistant
Raymond W. Miller	Chief of Security

Sherle K. Nealy	Clerk Typist
David R. North	Head, Printing and Mailing Department
Constance P. Oberle	Accounts Payable
Ann Z. O'Neil	Secretary, North Campus
Phyllis T. Otto	Director of Admissions
Emily V. Perkins	Administrative Assistant to Chairman of the Board
William K. Roberts	Security Officer
Sharon L. Scott	Keypunch Operator
Virginia L. Sisk	Librarian
Pamela M. Smith	Payroll Clerk
Catherine J. Spalding	Clerical Assistant
Margaret R. Stanfield	Administrative Assistant
Barbara A. Taylor	Computer Operator
Denise L. Viorde	Correspondence Secretary Word Processing Center
Richard A. Wills	Financial Accountant
David C. Zorn	Career Consultant

JACKSONVILLE FACULTY

Royce F. Adams	Business Machines	B.A., M.A.T., Jacksonville University
Harold E. Aldrich, Jr.	Management	B.S., University of Florida
John K. Aller	Management	B.B.A., University of North Florida
Larry W. Anderson	Management	B.S., Jacksonville University M.B.A., University of Florida
Horace W. Atkisson	Accounting	B.S., Jones College
Barry D. Broome	Management	A.A., Polk Community College B.A., Florida Technological University
Calvin M. Bruton, Jr.	Management	B.S., The Citadel
William L. Busby	Accounting	M.B.A., University of South Carolina
David H. Carter	Mathematics	B.S., Jones College B.A., Jacksonville University M.A., University of North Florida
James S. Cooper	Data Processing	B.S., Wofford College M.B.A., University of Florida
Samuel J. Dynes	Broadcasting	B.S., Jones College
John F. Eddins	Economics	B.S., Florida State University
Jack W. Elrod	Management	B.S., Lincoln Memphis University M.A., East Tennessee State University
Keith N. Faust	Economics	B.A., University of Illinois M.B.A., Loyola University
Lualhati V. Ferro	Accounting	B.S., Far Eastern University L.L.B., University of Philippines
Bradford P. Flanders	Management	A.A., St. Petersburg College B.A., University of South Florida
Dora B. Franks	English Psychology	B.S., M.Ed., Jacksonville University
Emily L. Gnadinger	English	B.S., Murray State University M.A., Bradley University
Robert W. Griffiths	Mathematics	B.S.B.A., New York University M.S., Rollins College

Delores M. Grubbs	Fashion Merchandising	B.A., Berea College
Raymond N. Gross	General Studies	B.A., M.Ed., University of Florida
Mary Ann Hulihan	Mathematics	B.S., M.S., University of Florida
Porter W. Ingram	Law	J.D., Stetson University
Scott Kassel	Accounting	B.S., Jones College
George T. King	Management	B.S., Jacksonville University
James E. King, Jr.	Management	A.A., St. Petersburg Junior College
		B.S., Florida State University
		M.B.A., Florida State University
Roger A. Kuder	Economics	B.S., Florida Southern College
		M.B.A., University of North Florida
Patricia A. Lee	Secretarial	B.S., Georgia State University
Mary J. Lenhard	Social Studies	B.S., University of Wisconsin
George K. Leonard	Management	B.A., M.B.A., University of West Florida
Joanne M. McCaleb	Fashion Merchandising	B.A., Jacksonville University
Kathey A. Mills-Hayes	English	A.B., M.A., Ohio University
Mac M. Mruz	Management	B.S.B.A., University of Florida
Jerome A. Patterson	Law	B.A., University of the South
		J.D., Stetson University
Warren H. Potter	Management	J.D., University of Alabama
Armando Pucci	Accounting	B.S., Edward Waters College
Peyton E. Quina	Humanities, History	A.A., Pensacola Junior College
		B.A., M.A., University of West Florida
Gordon J. Robertson	Management	B.S., Jones College
Thomas J. Schramm	Law, Management	B.S., Rider College
		J.D., Stetson University
Edward J. Sibbald	Political Science	B.A., Loyola University
		B.A., University of Montreal
		M.A., St. Michael's College
George M. Spagnola, Jr.	English	B.A., St. Bernard College
		M.Ed., University of Montevallo
B. William Spalding	History	B.A., Frostburg State
		M.Ed., University of Pittsburgh
Peter Trenkler	Broadcasting	B.S., Jones College
Theron L. Trimble	General Studies	A.A., Pensacola Junior College
		B.S., M.S., Florida State University
Gerald E. Tucker	Data Processing	B.S.B.A., J.D., University of Akron
Ronald R. Van Pelt	Business Machines	B.A., M.E., University of Florida
Richard A. Washabaugh	English	B.A., M.Ed., Ed.D., University of Florida
Vicki L. Wengrow	Management	B.A., M.A., University of Florida
David E. White	Mathematics	B.A., Jacksonville University
		M.A., Appalachian State University
Roger K. Wilkinson	Management	B.S., Brigham Young University
		M.A., Hardin-Simmons University
Denise R. Womack	English	B.S., University of Florida
Susan K. Wood	Management	A.B.J., University of Georgia
Karel E. Yedlicka	Mathematics	B.A., Pennsylvania State University
Mary E. Young	General Studies	B.A., Stetson University
		M.Ed., University of Florida

WKTZ RADIO STATION STAFF

Ed Bell Oberle	President and General Manager
Lawrence W. Mashburn	General Sales Manager
Lucille Binnix	Office Manager
Arthur L. Hall	Sales Executive
Delores Weaver Aldren	Sales Executive
Richard Jones	Chief Engineer, WFAM
Robert Monroe	Sales Manager, WKTZ-AM
Al Lederer	Announcer
Alan Munro	Program Director
James Dixon	Announcer
Michael Paasch	Production Manager
Geneva M. Rogers	Receptionist/Secretary
John Watson	News and Public Service Director
Peter M. Trenkler	General Manager, WFAM
Larry Beavers	Chief Engineer, WKTZ
Patricia Brown	Announcer

JONES COLLEGE ORLANDO STAFF

Ouida B. Kirby	Vice President Administration
Dr. Joyce A. Chumbley	Dean of the College
John W. Baska	Associate Dean
Rolfe G. Arnhym	Dean, North Campus
Myles H. Mierswa	Dean, South Campus
Virginia M. Benson	Librarian
John R. Blomquist	Supervisor, Data Processing
Vicki L. Boone	Secretary, Dean's Office
Carole P. Braden	Career Consultant
John P. Brookins	Maintenance
Margaret I. Canzoneri	Receptionist
Elizabeth S. Carey	Assistant Librarian
David Crow	Career Consultant
Sue C. Denmark	Bookstore Supervisor
Patricia J. Fisher	Director of Admissions
Barbara A. Francis	Administrative Assistant, South Campus
Patricia M. Hotchkiss	Secretary, Dean's Office

Ida B. Lattimore	Maintenance
Patricia Magee	V.A. Records Clerk
Dimples E. Osborne	Operator, Data Processing
Linda Stanton	Accounting Clerk
Barbara A. Sutton	Administrative Assistant, North Campus
Dorothy J. Towle	Veteran Affairs Coordinator
Diane P. Wiener	Registrar
Sandy E. Wilford	Administrative Assistant, Main Campus
Mary Lynn Wilson	Secretary, Dean's Office
Elaine L. Winters	Receptionist

ORLANDO FACULTY

Kathleen A. Adams	Management Marketing	B.A., Rollins College M.B.A., Florida Technological University
Edward J. Albers	English, Psychology	B.S., M.S., Rollins College
Carolyn M. Arnold	English, Social Studies	A.B., M.Ed., Eastern Carolina University
Charles Ashenfelter	Accounting	B.S., Jones College
Frederick R. Atterbury	Economics Management	B.A., University of South Florida M.C.S., Rollins College
G. Elliott Barber	Data Processing Secretarial	B.S., M.B.A., Rollins College
Bernard P. Barberie	Economics Management	B.S., Florida Southern M.C.S., M.A.T., Rollins College
Loren O. Bishop	Mathematics	M.A.Ed., University of Vermont
Richard W. Copeland	Management Social Studies	B.A., Mississippi University J.D., University of Florida
George W. Culver	Management Mathematics	B.S., Auburn University
Harold E. DeMun	Communications Humanities	B.A., M.A., Miami University
Charlotte E. Drew	Economics Management	B.S., Florida Technological University
Susan M. Eggers	Business Machines Secretarial	B.S., Shippensburg State M.Ed., Pennsylvania State University
Kenneth H. Ehlers	Management	B.S., University of Connecticut M.S., Long Island University B.A., University of Florida
Roy W. Eldredge	Accounting Management	
Philip G. Erlandson	Management Marketing	B.S., Butler University M.S., Rollins College
Charles M. Fitzgerald	Accounting Economics	A.B., Beloit College B.G.S., M.C.S., Rollins College
Bruce Flower	Communications Social Studies	B.S.J., J.D., University of Florida
George H. Gillung	General Studies	B.S., State College M.Ed., Bucknell University
Guy C. Grenier	Economics Mathematics	B.S., Florida State University M.A., Sangamon State University

Rodlee K. Hemphill	Communications	B.A., York College of Pennsylvania
Vivian Kassim	English	B.A., M.A., Florida Technological University
Walter G. Komanski	Social Studies Management	B.A., Florida Technological University J.D., John Marshall Law School
Thomas L. Lindsay	Communications Humanities	B.S., Wilberforce University M.S.T., University of New Hampshire
Shelley B. Lines	English	B.A., Montana State University
Richard E. Long	Data Processing	B.S., Carnegie-Mellon
Scott W. Marhoefer	Accounting Management	A.B., Lafayette College M.B.A., University of Florida
Geraldine S. Maslanik	Business Machines Secretarial	B.S., New York University School of Commerce
Ernest Leroy McClintock	Mathematics Management	B.S., Georgia Institute of Technology M.B.A., Rollins College
Mitchell F. McLain	Accounting Management	B.S.B.A., Florida Technological University M.S.M., Rollins College
Gail A. Meyer	Communications	B.A., St. Xavier
Michalene Mioduszewski	Social Studies	B.A., M.A.Ed., East Carolina University
Terry A. Neuman	Communications Marketing	B.A., Wayne State University M.A., Florida Technological University
Jean B. Newberry	Communications Marketing	B.A., Baldwin-Wallace College M.A., Boston University
Gael Penland	Economics	B.A., University of Florida
Albert D. Pivonka	Data Processing Mathematics	B.S.B.A., Kent State University
Lester W. Prescott	Economics Mathematics	B.S., Georgia Institute of Technology M.B.A., Georgia State University
Richard A. Rauber	Economics Management	B.S., Jones College
Clarence Rickett	Communications	M.A., Middlebury College Ph.D., St. Andrews University
Richard E. Ridenbach	Management Social Studies	B.A., DePauw University M.B.A., Florida Technological University
Francisco Rosillo	Accounting Mathematics	A.A., Hagerstown Junior College B.A., University of Maryland M.S., Rollins College
William R. Salek	Management	B.S., Seton Hall University B.M.E., University of Virginia
Edward Smith	Data Processing Secretarial	B.A., Morehead University M.A., Stetson University
Robert L. Sollenberger	Data Processing Mathematics	B.S., M.S., University of Minnesota
Joy F. Stanford	Accounting Mathematics	B.A., Huntginton College M.A., University of Alabama
Jerry L. Stanford	Mathematics Social Studies	B.A., University of South Florida
Alan E. Strober	Economics Management	A.B., Rollins College J.D., Stetson University

Hope Strong, III	Management	B.A., University of Virginia J.D., University of Florida
Robert B. Tonry	Accounting	A.A., St. Petersburg Junior College B.A., Stetson University
James Trunk	Communications Social Studies	B.A., Steward University M.A., University of Mid-Florida
James Lee Valin	Mathematics	B.A., University of South Florida M.C.S., Rollins College
Susan L. Weinstein	Communications	B.S., State University College of Buffalo

JONES COLLEGE FORT PIERCE STAFF

Francis C. McLocklin	Dean
Lowell T. Hankins	Assistant Dean
Cleo Hayes	Custodian
Marilyn A. Thomas	Administrative Assistant
Anne L. Whitney	Administrative Assistant

FORT PIERCE FACULTY

Eugene M. Bazaar	English	B.A., M.A., University of Mississippi
Carla H. Daniels	English	B.A., Florida Atlantic University
Danny R. Dye	Economics	B.S., Wright State University
Donald G. Hinkle	Humanities	A.A., Indian River Community College B.S.J., University of Florida M.Ed., Florida Atlantic University
Linda J. Hinkle	Literature	B.A., Michigan State University M.Ed., Florida Atlantic University
Harry Johnstone	English, Mathematics Management	B.S., West Chester St. Teacher's College
Helen C. Johnstone	Secretarial Science	A.S., Katherine Gibbs School
Frank King	Accounting	B.S., Virginia Polytechnic Institution M.A., California Western University
Denis F. McCarthy	Economics General Studies	B.S., Spring Hill College
Walter McGee	Accounting Management	B.S., University of Maryland
Martha H. Prock	English General Studies	B.A., Southwestern State M.S., Oklahoma State
Walter Riddle	English General Studies	A.B., West Virginia University M.A., Ohio State University
A. C. Serfling	Social Science	M.A., Northwestern University

Harold A. Sommer
Eartha M. Strong

John Sullivan
James Taxacher
Robert Watts

Susan Wirth

Social Science
Business Machines
Typing

Accounting
Management
Mathematics
Management
Mathematics

B.S., M.S., University of Bridgeport
A.A., Florida Normal
B.S., Wilberforce University
M.Ed., Tuskegee Institution

B.B.A., University of Georgia
B.S., McCoy College
B.B.A., M.A., Marshall University

B.A., Michigan State University
M.S., Eastern Tennessee State University



Arlington Campus, Jacksonville



INDEX

Accreditation	4	Credit for Military Training	30
Administration	78	Credit Hour Definition	28
Admissions.	17	Curriculum.	33
Early	18	Dean's List.	30
Foreign Students	19	Diplomas.	49
Secondary Schools	18	Executive Secretarial	49
Transfer Students	18	Fashion Merchandising	49
Application for Admission.	89	Public Relations Secretarial	50
Application Procedure	20	Electives	39, 42
Associate in Science Degree	40	Faculty.	80, 83, 85
Business Administration Majors:.	40	Financial Aid Program	22
Accounting	41	Fort Pierce Campus.	11
Broadcast Management.	41	General Studies	38, 39
Data Processing	42	G.I. Bill of Rights	19
Secretarial Science	47	Grading.	28
Fashion Merchandising	46	Graduation with Honors	32
Management	42	History	5
Public Relations Secretarial	48	Insurance Personal Belongings.	30
Attendance Requirements	31	Jacksonville Campuses	6, 7
Bachelor of Science Degree	34	Norfolk Extension	11
Business Administration Majors:.	34	Orlando Campuses	8
Accounting	35	Patricia Stevens Career Programs	44
Broadcast Management.	36	Philosophy and Objectives	4
Data Processing	36	Placement Service.	19
Management	37	Radio Stations.	6, 82
Marketing	38	Staff	79, 82, 85
Board of Trustees	78	Student Conduct	32
Bookstore	30	Student Life	13
Calendar, College	88	Student Records	28
College Level Examination Program	29	Tuition and Fees	20
Counseling.	19	Transfer of Credits	32
Course Descriptions.	51	Tuition Refunds.	21

COLLEGE CALENDAR

FALL QUARTER 1975

Registration and Orientation	Friday-Tuesday	September 19-23 *
Beginning of Fall Quarter	Wednesday	September 24
Last Day to Enter Classes	Wednesday	October 1
Thanksgiving Holiday	Thursday-Sunday	November 27-30
Examination Week	Monday-Friday	December 8-12
End of Fall Quarter	Friday	December 12
Christmas Vacation	Saturday-Thursday	December 13-January 1, 1976

WINTER QUARTER 1976

Registration and Orientation	Friday-Saturday	December 26, 1975-January 3 *
New Year's Day Holiday	Thursday	January 1
Beginning of Winter Quarter	Monday	January 5
Last Day to Enter Classes	Monday	January 12
Examination Week	Monday-Thursday	March 22-25
End of Winter Quarter	Thursday	March 25

SPRING QUARTER 1976

Registration and Orientation	Friday-Monday	March 26-29 *
Beginning of Spring Quarter	Tuesday	March 30
Last Day to Enter Classes	Tuesday	April 6
Easter Holiday	Friday-Monday	April 16-19
Memorial Day Holiday	Saturday-Monday	May 29-31
Examination Week	Monday-Thursday	June 14-17
End of Spring Quarter	Thursday	June 17
Graduation—Jacksonville	Saturday 2:00 p.m.	June 19
Graduation—Orlando	Saturday 2:00 p.m.	June 26

SUMMER QUARTER 1976

Registration and Orientation	Friday-Saturday	June 18-26 *
Beginning of Summer Quarter	Monday	June 28
Independence Day Holiday	Monday	July 5
Last Day to Enter Classes	Tuesday	July 6
Labor Day Holiday	Saturday-Monday	September 4-6
Examination Week	Monday-Thursday	September 13-16
End of Summer Quarter	Thursday	September 16

FALL QUARTER 1976

Registration and Orientation	Friday-Monday	September 17-27 *
Beginning of Fall Quarter	Tuesday	September 28
Last Day to Enter Classes	Tuesday	October 5
Thanksgiving Holiday	Thursday-Sunday	November 25-28
Examination Week	Monday-Thursday	December 13-16
End of Fall Quarter	Thursday	December 16
Christmas Vacation	Friday-Sunday	December 17-January 2, 1977

* New students will be assigned a day within this period to report and notice will be sent to each.

APPLICATION FOR ADMISSION
(\$10 fee to accompany application)

LOCATION DESIRED: _____

I hereby make application for enrollment in Jones College subject to the provisions of its current catalog, student handbook and tuition rate sheet. I submit the following in support of my application. **(Please print or type.)**

The information submitted herewith is material representation and any inaccuracy or false statement will entitle the College to deny admission to the applicant.

Full Name of Applicant _____

First

Middle

Last

Phone: Area _____ Residence _____ Area _____ Business _____

Address _____ City and State _____ Zip Code _____

Degree Objective: Associate in Science or Bachelor of Science
Major: (Check One) Accounting Broadcast Management Management
 Fashion Mdsng. Data Processing Secretarial Adm. Marketing

Non-Degree: Secretarial Diploma Other _____

Entry Date: _____ Fall Winter Spring Summer _____ year
Day
Night
Alternate

Application for Entry as: Freshman Sophomore Junior Senior

Parent's Name _____ Occupation _____

Address _____ City & State _____ Res. Ph. _____

Appl. Birth Date _____ Birth Place _____ Soc. Sec. No. _____

Appl. Occupation _____ If married, wife or hus. name _____

Referred By: _____

Previous Education: _____ H.S. Grad. Date _____

High School _____ City & State _____ Zip Code _____

College _____ City & State _____ Zip Code _____

College Credits Earned (if any) _____ Semester Hrs. _____ Quarter Hrs. _____

Remarks: I need Financial Aid Yes No Need on-campus Housing Yes No

If accepted I further agree to abide by the rules and regulations of the College. This application for admission to Jones College of the above applicant is made with my consent and approval.

Signature of Applicant _____ Date _____

Signature of Parent or Guardian _____ Date _____
(If applicant is under 21 years of age.)

Recommended by _____
Admissions Counselor

Approved by Admissions Committee

Chairman _____ Date _____



Notes

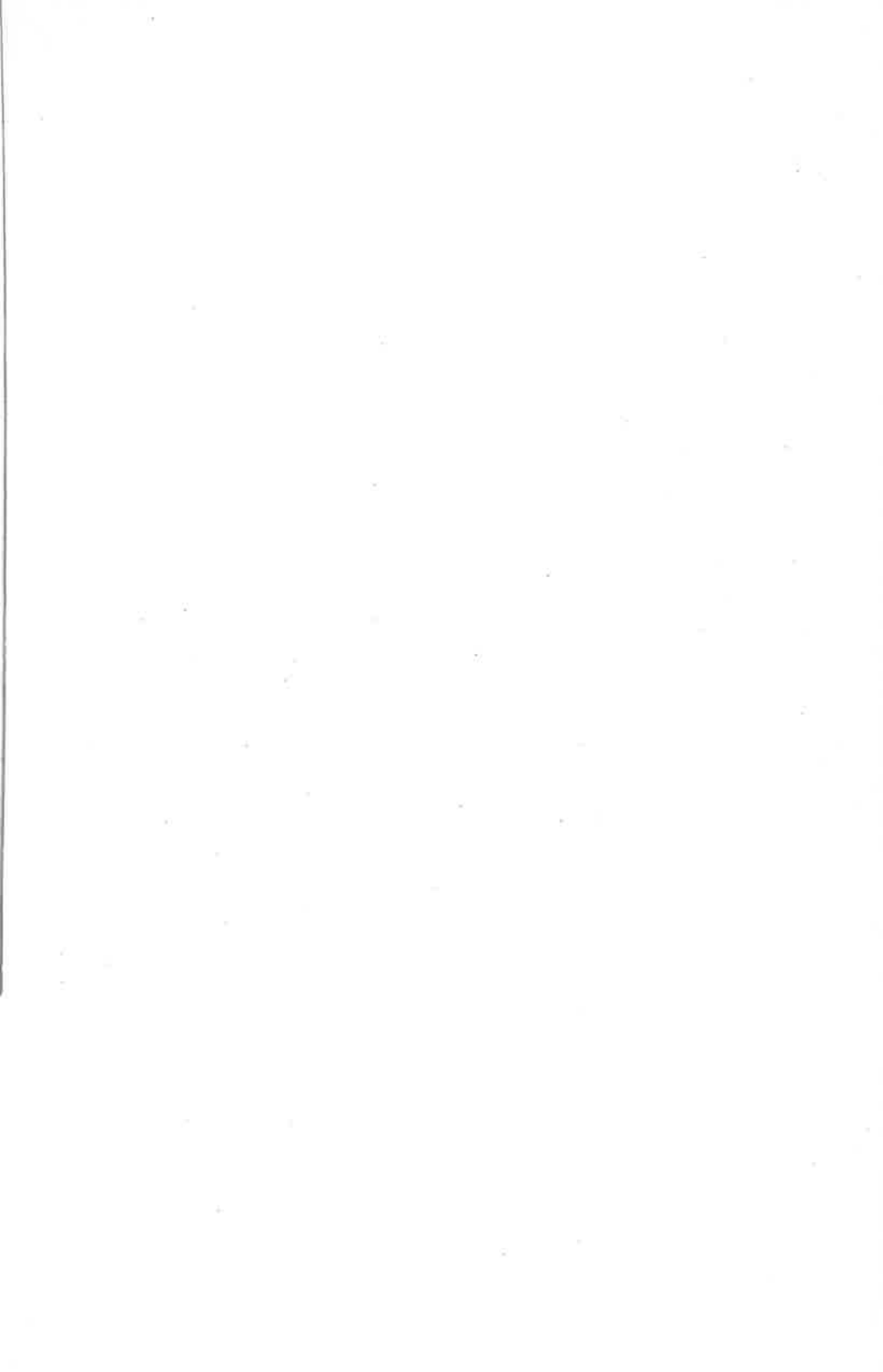
Notes

Notes

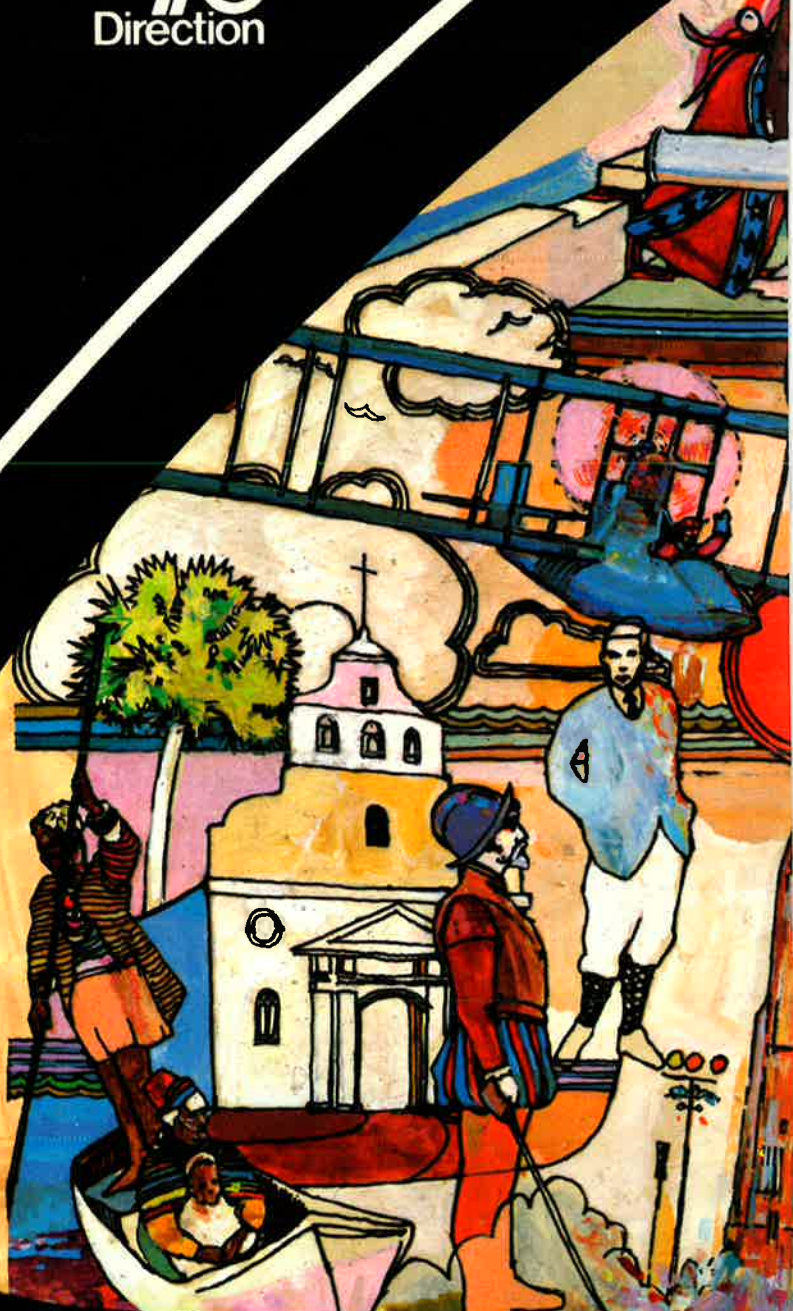
Notes

Notes

Notes




Direction



Bicentennial Edition