



Marketing education in Australia before 1965

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ARTICLE INFO

Article history:

Received 10 September 2010

Accepted 15 March 2011

Available online 13 April 2011

Keywords:

Marketing history

Education

Curriculum

ABSTRACT

Marketing is taught at many private colleges, technical colleges and at universities across Australia. While marketing as an academic discipline is well developed, little is known of the early days and development of marketing education. This paper will observe marketing-related subjects at correspondence schools, the first “Marketing” subject that was taught at the University of Melbourne, early attempts of marketing education by industry associations, technical colleges, and universities until 1965 when the first Chair in Marketing was established. Studying the development of marketing education over the years can provide a greater insight into the current status of marketing education.

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1. Introduction

‘The past shapes the present’ is a premise that is true in education as in all fields of human endeavour. For marketing education in Australia, the present structure of the marketing programs at Universities and Colleges has evolved from earlier and simpler programs. If change and the effects of change are to be understood and evaluated, there is a need to establish the starting point, and trace the early developments of marketing education in Australia to identify the ‘ancestors’ of current programs. The conventional wisdom has it that post-secondary and tertiary marketing education did not commence in Australia until the appointment in late 1965, of Professor John Schneider to the Foundation Chair of Marketing at the University of New South Wales (Jackson, 1987). The appointment of Professor Schneider was a substantial and important step in marketing education in Australia, however, it was not the genesis of the discipline, although UNSW under the guidance of Professor Schneider’s successor, Professor Roger Layton, has been one of the leaders in the field ever since. There is evidence that efforts had been made to introduce marketing programs at a tertiary level, well before Professor Schneider’s appointment.

The entrance of marketing into the broad picture of business education in Australia cannot be seen as the introduction of a clearly defined discipline, the “pure marketing” core of made up of subjects such as Marketing Principles, Marketing Strategy and Marketing Management. Rather, the first steps were into the fringe areas of Advertising, Salesmanship, and Agricultural Marketing, although it will be shown that even this is a simplification of the reality. This paper reports the findings from archival research

and personal interviews to observe the development of marketing-related subjects from the first taught at correspondence schools, and the first “Marketing” subject that was taught at the University of Melbourne, to the early attempts of marketing education by industry associations, technical colleges, and universities until 1965 when the first Chair in Marketing was established. It is believed that studying the development of marketing education over the years can provide a greater insight into the current status of marketing education.

2. Correspondence schools

The first indication of anything approaching ‘marketing education’, as it can be broadly interpreted, appears in the courses provided by the Australian arm of the American company, International Correspondence Schools (ICS). This Company, founded in the USA late in the 19th century and which operated in North America, the United Kingdom, India, Australia and New Zealand as early as 1910, offered correspondence courses in both Advertising and Salesmanship. The Advertising course was operationally oriented, but included some areas that can be identified with marketing thinking of the period, such as The Psychology of Advertising, Media Selection, Campaign Management and (The Role and Nature of) The Advertising Agency. In 1916, there were 22 new enrolments in the Salesmanship Course; records of enrolments in the Advertising Course could not be located, but are believed to have been slightly more numerous.

Secondary evidence indicates that several students had achieved positions as Advertising Managers in such major retail firms as Grace Bros. and Mark Foys in Sydney, Illot’s (in New Zealand), Stewart and Co. of Rockhampton Qld, and in unnamed firms in Newcastle and Brisbane. ICS also produced a ‘Reference

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Library' of bound copies of its comprehensive Retail Management course, reprinted in 1920 from an earlier series. A division of I.C.S., "The Women's Institute of Domestic Arts and Sciences" offered a course: "Sewing for Profit" which included instruction on the "Importance of Proper Marketing" and "Marketing Your Speciality". Although these manuals were introduced much later, about 1930 to 1935, they too appear to have been developed from earlier publications. The School used detailed sales control over its field sales territories, and made extensive use of testimonial letters and print advertising – practicing what it preached! (Kazmierski, 1992). The American influence over marketing education in Australia appears to have started with I.C.S., and to have continued over the years.

Little can be found to identify other correspondence programs in marketing before 1930. The Alexander Hamilton Institute was advertising its correspondence courses in *The Sydney Morning Herald* in September 1920, with courses in 'Modern Business' which appeared to have included some marketing-related elements, like Advertising and Salesmanship. The *Hemingway Robertson* Institute is believed to have introduced some form of marketing course in the mid-1930s, and was active, as a tutor for the examinations of The Institute of Sales and Marketing (later the Australian Marketing Institute), from 1955 until about 1970. It is possible that other correspondence schools were also active in peripheral areas of marketing education at this time, although no record of this could be found. Archives have not been kept, either by the firms themselves or by state libraries. However, it can be said with certainty that, before the First World War, a start had been made in marketing education.

3. Australasian advertising men

Between 1918 and 1931 there were six conventions of "Australasian advertising men" which aimed to recognise advertising as a profession and the subsequent need for a training system for new entrants to the industry. In the Second Convention in 1920, the Federal Education Board was established. Students could study for a certificate (1 year) or Diploma (2 years) in Advertising through the state bodies (Waller, 1995). It was felt that these would be of the "same value in the commercial world as those issued by the "Accountancy Institutes" and "... have at least the same standing and value as a university degree" (VIA, 1920).

In 1921, the Victorian Institute of Advertising Men had unsuccessfully approached the University of Melbourne for support for a course in Advertising, probably to be positioned in the Economics Department of the Faculty of Arts (there was no Faculty of Commerce at the time). This appears to be the first attempt to establish any course with a Marketing orientation in an Australian University (Perugini, 1921). Therefore, in the 1920s there seems to be a demand for education in at least one aspect of Marketing as it is now perceived. The certificate of the Advertising Association was to have the same credibility as that of the Accountancy Institutions, and so the Association involved the University of Melbourne in establishing appropriate standards for the proposed Certificate and Diploma. Unfortunately, in early 1921, Professor Meredith Atkinson, University of Melbourne, advised Mr. Perugini that:

"... no University is in a position to bring into being any Chair or Faculty of Commerce which would cover (your) proposals for some years on account of lack of funds ... (and not to) expect it would be possible for the Melbourne University to bring such a proposed course of Instruction into being for at least three or four years ..."

Professor Atkinson recommended that the first year course of study include a Section on General Elementary Economics ... (and

if) "... the second year course as outlined may be over-full ..." then the general information subject, which was aimed at providing some elements of a liberal arts education, "... be made into a third year of study for an honours degree ..." (Perugini, 1921). The Association also set out conditions for the governance of the proposed Diploma and Certificate Courses, including the constitution of federal and state boards, the appointment of examiners and the accreditation of suppliers (colleges, schools or teachers) as well as the proper procedures for the conduct of examinations. While no copy of the complete syllabus of the proposed course can be located, it was to have covered these topics:

First year

Advertising construction

Media

English [as set for School Leaving Examination (Year 11)]

Printing, inks, paper

Commercial art and reproduction purposes

Salesmanship

Second year

Advanced advertising construction and psychology

Planning a campaign

Management

Advertising agents and service agents

English [as set for 1st year Arts Course at the university]

General business and organisation

General information

It appears from the correspondence supporting the proposals that the Federal Education Board of the V.I.A.M. had a clear idea of the integration of Advertising into a broader Marketing concept. While the titles may not seem to fit into a marketing or advertising course as it might be constructed today, there are parallels which show that some considerable amount of thought had been given to the preparation of the syllabus. While there are strong vocational aspects to the course, it was not just a vocational or trade course. Clearly, this indicates that there were positive moves to develop a disciplined approach to at least one facet of Marketing, through formal education in what was perceived to be a coherent discipline. Although it was not necessary to hold a Certificate or Diploma to enter the advertising industry, by 1935, 155 members of the Advertising Association of Australia (AAA) held diplomas, eight of whom were women (AAANZ, 1935).

4. First "Marketing" subject at university

The first university-level course in "Marketing" that can be identified was introduced at the University of Melbourne in 1929. Only five years after the foundation (in 1924) of the Faculty of Commerce, two part-time Lecturers, Mr. K.S. Cunningham and Mr. E.J. Ingram, offered a second-year elective in "Marketing", as part of the subject "Commercial and Industrial Organisation", in the Bachelor of Commerce and Diploma in Commerce courses. The objective of the Commerce degree was to "... provide tertiary education for persons employed in commerce and business ..." (Byrt, 1989). In the following year, the Marketing unit was established as a separate subject, and Mr. Ingram's role as Lecturer was transferred to Mr. A.G. Whitlam, who continued in the position of Lecturer – Marketing until 1963.

In 1935, the first year in which a full prescription was given, the University Calendar gave the content of the subject as:

"... the marketing function in relation to other economic functions; middleman and wholesale marketing; retail marketing; speciality marketing; instalment selling; the determination of

price; the marketing of primary products; co-operative marketing; the role of the warehouse in marketing; organised produce markets; transport; market finance and exporting marketing; the costs of marketing; the interests of the consumer; social control of marketing; psychology in marketing; market research; advertising; salesmanship."

It is believed that this prescription did not change between 1929 and 1944. Although it is, at best, an abbreviated description, there are parallels with the courses, as described by Bartels (1988), in the American Universities of the period. There was an emphasis on commodity markets, the distributions function and salesmanship, and other topics which were similar to those discussed by Cherington (1920) in his text "The Elements of Marketing", one of the texts recommended for reference of this subject.

It has not been possible to ascertain the number of students who took the Marketing elective in its early years. As the majority of students were part-time, some 76% in 1939 (Byrt, 1989), which is a typical year for the period prior to World War II, and as most of these would have been employed in the business community in the near-by central business district of Melbourne, it is possible that a significant proportion did elect to take this unit in a new discipline. As there were only 322 students in the Faculty in 1929, and considering the emphasis on Economics within the Faculty at that time (Byrt, 1989, 1992; King, 1992), it is likely that the actual numbers were small. However, it appears that until at least 1954, the subject was only offered in alternate years, which is indicative of a low level of student demand. It is known that by 1963, there were approximately 120 students enrolled in Marketing 234 (King, 1992), by which time the size of the Faculty – both staff and students – had grown substantially from its 1929 level.

As with most subjects in the Faculty of Commerce at the time, there were two one-hour lectures each week, and one tutorial, over the 26 weeks of the academic year. Assessment was by written assignments and class essays, as well as end-of-year examination (Calendars 1929–1940; Whitlam, 1938).

The syllabus of the Marketing course, as it was taught in 1938, appears to have been influenced by the social and economic circumstances of the time. It places considerable emphasis on the marketing of primary produce, which is hardly unexpected in the later years of the Great Depression. Before the Second World War, Australia was reliant on primary produce – wool, wheat, meat, apples and pears, butter, for its export earnings. Retailing, and to a lesser degree, wholesaling were on a localised basis. Such manufacturing industry as existed tended to service local markets, and was largely owned by overseas interests (Byrt, 1989). These, and the smaller, Australian-owned and family-owned firms, were heavily protected by tariffs. Where marketing activities took place, it appears that managerial staffs were either 'imported' by the overseas owners, or the marketing functions, such as they were, were the responsibility of one of the family management group. There were few state-wide retail chains, and even fewer national retail marketers. The then-current economic Depression, with high levels of unemployment, indicated to the Marketing lecturer and student that some attention should be given to the social role of Marketing, to the containment of marketing costs and to the administration of credit and collection. Many Commerce graduates were likely to find employment with a bank or an insurance company, in an accounting position or, less commonly, as a secondary school teacher.

The prescription for the subject (Calendar, 1935), and the scope of it as outlined in the Syllabus and Reading Guide (Whitlam, 1938), use much of the terminology found in current course guides, prescriptions and text-books. It does not necessarily follow that the content of the subsets within the course prescription is the same now as it was in 1929 or 1938, even where there are similarities

in terminology. There is also an assumption that the emphasis on particular facets of a Marketing course would change substantially over time, due to changes in external environment conditions, the interests and preferences of the academic staff, and the issues that were the current "band-wagons" of the leading researchers and writers of the time. Of the major contributors to an understanding of the marketing concept at the time, several appear in the bibliography associated with the Marketing unit, including P.T. Cherington, H.H. Maynard, P.D. Converse, P.H. Nystrom, W.C. Weidler, F.E. Clark, P.W. Ivey, and C.S. Duncan.

4.1. Professional associations

4.1.1. Australian Institute of Management

The Australian Institute of Management was formed in 1941, firstly as the Foremanship Association, then the Institute of Industrial Management of Australia, and 1949 it official became the AIM. In the immediate post-war years, 1945–1952, there was some confusion about the boundaries between 'selling' and 'marketing', and with their relationship to the practice of advertising and promotion. As the Institute grew, and liaised with two other bodies, the Institute of Sales Management and the Australian Association of National Advertisers, this confusion was reduced, and the Institute was able to bring programs to its members which were more clearly located in the true 'marketing' area.

The earliest recorded programs in marketing, for the A.I.M.'s Melbourne members (although it was still known as the I.I.M.), took place in February 1946, when these papers were presented in a publication for members:

Prospects for Australian manufacturers

Professor G.L. Wood, Professor of Commerce, University of Melbourne.

Facts, not guesses in marketing

E.A. Jones, Director, Vacuum Oil Company Pty Ltd.

Sales planning, including its relation to production

A.G. Whitlam, Manager for Victoria, Cadbury-Fry-Pascal Pty Ltd.

Costs, as aids to sales executives

Thomas D. Hadley, Offner Hadley & Co.

Why is publicity necessary in marketing?

Lloyd Ring Coleman, Managing Director, J Walter Thompson (Aust) Pty Ltd.

Modern marketing for successful production

Sydney C. Neilson, Distribution Manager, Joyce (California) Pty Ltd.

(Australian Institute of Management, Archives)

Similar publications and seminar programs spread to other state capitals between 1946 and 1956, as the Institute grew. However, the A.I.M.'s marketing and other similar management courses were not, nor were they ever intended to be, qualification courses (A.I.M. Archives) The criteria for admission were the capacity to pay the sometimes substantial fees, and interest and attendance, rather than any examination of skills or knowledge, so that none 'failed', as there was neither internal nor external assessment (Liander, 1967; Byrt, 1989). The content of the marketing seminars and symposia was intended to provide a broad, managerial overview of marketing. The list of attendees at one such Seminar shows that there was a tendency to attract middle and senior managers from a wide range of functional areas, rather than those entering a career path in Marketing Management, although some of these latter were amongst the quite large numbers attending (A.I.M. Archives).

In 1964, the Institute had 'imported' American key note speakers, such as Dr. W.J.E. Crissy, Professor of Marketing, Graduate

School of Business Administration, Michigan State University, whose paper: "The Marketing Concept – Cliché, or way of Life?" was presented to a joint A.I.M./Institute of Sales Management/A.A.N.A. Seminar in August of that year (A.I.M. Archives). Similar seminars and short courses were still being offered through to 1972 (Hendon, 1972). The Institute continued its active involvement in marketing education down to the present and has provided a channel for the dissemination of marketing thought through senior management. The A.I.M. has relied on both academic staff and practising managers for seminar leadership (De Valk, 1992; Curtis, 1982).

4.1.2. Australian Marketing Institute

In 1934, a Chapter of the American "National Sales Executives Association" (N.S.E.) was founded in Adelaide, under the leadership, at various times, Mr. Frank R. Curtis of Ranleigh Plating Co., Mr. Alan Langton of the South Australian School of Mines and Mr. Simpson of Simpson Pope Limited. In the previous year, The Institute of Sales Management (I.S.M.), also associated with the N.S.E., was formed in Melbourne. Both these organisations maintained a liaison with the American-based N.S.E. and the Small Business Advisory Unit, Washington DC. The I.S.M. had been loosely associated national body since just after the end of World War II, largely through a common link with the N.S.E. It held its first Federal Council Meeting on 6 June 1954, and became a National body in the 1970s. It went through a series of identities: The Institute of Sales and Business Management; The Institute of Sales Management; The Institute of Sales and Marketing; The Institute of Sales and Marketing Executives; and The Australian Marketing Institute (its present title) (Gordon, 1992; Curtis, 1982).

As with the Australian Institute of Management (A.I.M.), the Australian Marketing Institute (A.M.I) offered seminars for practising managers in a wide range of sales- and marketing-related topics, either independently or in conjunction with the Australian Association of National Advertisers. One of the earlier programs, held at Monash University, in conjunction with the A.A.N.A., offered a range of marketing-orientated papers and discussions:

Management of motivation of marketing: August 1962:

- "Establishing a New Market" R.A. Irish, Chairman, Rothmans of Pall Mall (Aust) Ltd.
- "What Marketing Expects of Management" J.P. Dunstan, Marketing Manager, Comalco Industries Pty Ltd.
- "Effects of Marketing Plans and Results on the Company Shares" A.B. Mellor, Chairman, Stock Exchange of Melbourne.
- "Marketing Organisation: How to Train and Control it Departments" G. Johnson, Director – Marketing, Massey-Ferguson (Aust) Ltd.
- "How research can make Marketing more scientific" D. George, Marketing Research and Sales Planning Manager, Brockhoff's Biscuits Pty Ltd.
- "Administration, Control and Evaluation of Results of Advertising, Sales Promotion and Public Relations in Marketing" J. Blanch, Marketing Controller, Felt & Textiles of Australia Ltd.
- "The Role of the (Advertising) Agency in the Marketing Function" H. Wilson, Managing Director, USP-Benson Pty Ltd.

This symposium appeared to be one of an annual series, as it was followed by at least two more: "Greater Profitability through Management and Marketing" Monash University, August 1963; and "Advancing the Marketing Revolution" Monash University. August 1964.

Through the 1950s and 1960s, the A.M.I. (then the Institute of Sales Management) broadened its approach, from a concentration on sales training to an endeavour to inculcate some knowledge of marketing into a conservative business community, still "pro-

duced-oriented" from the effects of World War II (Gordon, 1992; McColl-Kennedy, 1992; McColl-Kennedy et al., 1992). These programs were American-influenced, due to the ruling attitudes of the time that "... British management was not highly regarded by Australians and the German and Japanese miracles had yet to occur ..." (Byrt, 1989).

The annual symposium was not its only 'weapon', for the various state divisions and local chapters held regular luncheon meetings, seminars and lecture series, and in 1978 the A.M.I., commenced a series of Annual Conferences at a national and later international level. The content of these functions trended towards the managerial over-view approach taken by such writers as Buskirk (1966) and McCarthy (1964), and to a practical skills orientation in areas such as sales training and market research. However, an export marketing forum had been organised as early as 1960 (Gordon, 1992).

Unlike the A.I.M., the A.M.I. became the examining body as early as 1952, and continued to be so until 1978, although it relied heavily on commercial and Technical colleges as teaching centres. In the late 1970s, it is believed as a result of some internal uncertainties about its proper role, the Institute decided to abandon its role as an examiner, and chose instead to accredit various T.A.F.E. and university courses for admission to the lower grades of membership (Gordon, 1992). The original syllabus was seven subjects, over two Stages, with each examination being a 3.5 paper, with a pass mark of 65%, (Ellis Papers, 1992). It had a skills orientation, although there also appears to have been a strong influence, in the syllabus, from the economists who were dominating influences in Undergraduate University and technical college business education (Byrt 1989, 1992).

Intermediate:

Business Principles and Practice
Principles and Practice of Salesmanship (2 papers)
Commercial Law

Final:

Marketing (2 papers)
Sales Organisation and Control (2 papers)
Economic & Economic Geography
Advertising

Changes were made in 1967, to extend the syllabus to ten subjects over three stages:

Stage I	Stage II	Stage III
Salesmanship (2 papers)	Advertising	Marketing (2 papers)
Accounting Principles Commercial Law	Statistical Analysis Economics of Commerce Economic Geography	Marketing Research Sales Organisation and Control (2 papers)

In 1974, Marketing Research and Marketing were moved to Stage II, and two units were added to Stage III: Marketing 2 and Marketing Research 2, although it is doubtful if these were examined for more than two or three Semesters before the Institute abandoned its role as an examiner. At the time it was first offered and well into the 1960s, the I.S.M. Associateship syllabus was one of the most comprehensive qualification courses available in Australia – before 1960 it may well have been the only one!

The Stage III Marketing unit had a syllabus that appears to be broader than that of many semester-long university units. How-

ever, it also shows the influence of the Economics and Commerce Faculties of the Universities of the period. The Advertising syllabus, strongly practitioner-orientated, differs little in its general approach from that of the International Correspondence School courses offered some 50 years before (Ellis, 1992). As late as 1970, therefore, it can be argued that the largest marketing association in Australia still had some uncertainty about the nature of marketing, and this showed in its examinable courses. Members of the Institute had a pragmatic 'sales' orientation that was deeply rooted, and so found it hard to make the transition to what was seen as more academic, and therefore 'impractical' discipline which was still not fully understood (Willis, 1967; Curtis, 1982).

The A.M.I.'s education program was eventually overtaken by the growth of marketing as an elective area in many Colleges of Advanced Education and universities, as both post-graduate and under-graduate levels, and by the growth of Certificates and Diplomas available within the Technical and Further Education (T.A.F.E.) system. This left some business colleges with a substantial investment in marketing courses which was less saleable, and which may have led to other developments at the sub-tertiary level. It also led the Technical Colleges, soon to be brought together under the banner of T.A.F.E., and some of the emerging Colleges of Advanced Education to act to meet the demand for some form of marketing education (Nash, 1992).

4.1.3. Other professional associations

Professor Neville Willis detailed several other professional organisations which had some role in marketing education before 1965. These varied from the narrow focus of the Market Research Society of Australia and the Australian Institute of Export to the more broadly based Institute of Business Administration (Willis, 1967). Hendon (1972), claimed that there were more than sixty such institutions, but the majority of these seem to have disappeared, either by merger or by loss of support.

Resulting from the 1920 Convention was the establishment of the Advertising Institute of Australia, which later becoming the Advertising Institute of Australasia. The objective of this industry body was for all advertising professionals to undertake a course of study and pass what was then called the "Licentiate Exam", which was virtually a license to practice advertising. Up until the 1960s, the AIA provided the training and conducted the examination of the licentiate. At this point, it had gathered considerable momentum and it was decided to look for willing and suitable educational partners to deliver advertising education on a broader scale. Since the 1960s the AIA's course has been integrated as part of the T.A.F.E. system as an "Advanced Diploma of Business – Advertising". The Advertising Institute of Australia had concentrated its examinable entry qualifications on practical aspects of advertising processes, which did not include any identifiable marketing unit (Hendon, 1972).

5. Post-secondary courses: The technical colleges

After World War II until 1979, a loosely related system of Technical Colleges existed, mostly but not all under the aegis of the Ministry of Education in that state, although some operated with a great deal of independence. At least one, in Victoria, was owned and operated by a private company, although its activities were within a framework acceptable to the state authorities. In 1951, a meeting of senior staff of Technical College Management Schools had agreed on a standardised, Australia-wide, syllabus for the Certificate of Management, although some freedom was allowed at a local level, particularly in regard to the development of Diplomas which expanded the Certificate syllabus. The discussion of the marketing offerings of the South Australian School of Mines

and Industries can be applied, with some minor changes, to the majority of major, capital city, Technical Colleges between 1951 and 1965.

5.1. The South Australian School of Mines and Industries

The first trace of marketing education in Technical College system was at the South Australian School of Mines (Later the South Australian Institute of Technology and now the University of South Australia), which offered a single unit, Marketing Management, as part of its Certificate of Management. By 1951, in which year 25 students were enrolled in the unit, the course prescription had appeared in the School's Prospectus, showing that it was in three parts:

- (1) *Marketing policies and techniques*: This section embraced the organisation of the marketing functions and their relationship to other business functions; policy formulation and processes in the areas of product, price and inventory control; channels of distribution; sales methods and sales promotion techniques; exporting and importing.
- (2) *Marketing research*: Sources of marketing data; forecasting; research and analysis; application and interpretation of marketing research techniques; media and sales analysis; and a research project.
- (3) *Sales organisation and management*: Sales organisation – policies, budgets, functions; sales budgets; organisation of the sales division; salesmanship and the principles of selling; advertising media and techniques; sales promotion techniques; analysis and control of marketing costs.

Text Books

- Maynard, H., Weidler, W.C., Beckman, T.N. (1927). *Principles of marketing*. New York, The Roland Press Co.;
- Lester, C. (ca. 1950). *Marketing industrial equipment*. [Publisher not known]

The three-hour examination paper contained seven questions, of which not more than five were to be attempted. This unit stayed in place in the Certificate syllabus until 1955, when the prescription and text-books had been changed, and was still a part of the Certificate until it was replaced by a Diploma course in 1960. Although this unit had appeared before those of many other Technical Colleges, Marketing Management had been preceded, in 1946, by a unit entitled "Sales Operations", which remained in place until 1955.

The prescription for the subject shows, inter alia: Merchandizing (sic), Sales Promotion, Publicity by Correspondence, Distribution Part 1, Distribution Part 2, Marketing Surveying and Market Analysis, and Marketing – Home, Parts 1, 2 and 3, Foreign, Parts 1, 2 and 3. It is possible that this last dealt with such matters as export and import documentation and was a fore-runner of the 'International Marketing' unit developed by Richard Challis for the Diplomas in Business Administration introduced in 1967 (Challis, 1992).

By 1965, the marketing-related offerings had grown to include two Retail units, numbers in the Sales Operations unit had grown to 85, although the Marketing Management enrolment was down to 18, and Marketing units were being offered in the recently introduced Diploma in Technology in Business Administration (Prospectus, S.A.S.M. 1950 et seq.; Challis, 1992; Curtis, 1982).

5.2. Royal Melbourne Institute of Technology

The first Marketing unit offered at R.M.I.T was in 1955, as a part of the Certificate in Advertising – but the anonymous lecturer was

actually paid by the Advertising Council, despite the fact that the course was actually run by the Institute. It was not until 1965 that the Certificate of Marketing was introduced (one of the authors, Robert B. Ellis, lectured in one Marketing unit in this course in 1967 and 1968), and it was followed by a marketing elective in the Bachelor of Business (Accounting). These were very much hands-on, pragmatic courses, relying on the practical managerial approach taken by Kotler and others. Unfortunately, there was some fragmentation of control, as marketing “fell between two stools”, with both the Faculty of Business and the Faculty of Management having some say in the marketing units offered by the Institute. This was complicated by the creation of a Management Development Centre in 1973, which later became the Graduate School of Management in 1976, and the development of a marketing component in the Certificate of Advertising. While R.M.I.T. was said to lead the field in marketing and advertising education (Willis, 1967), there appears to have been no centralised policy, and there some indications of a negative attitude towards marketing education amongst staff in other management and business disciplines, which constrained future development.

The Associate Diploma in Marketing Administration had been introduced in 1970, but lasted only until 1978, when it suffered the same fate as the Certificate. The Victorian Institute of College [R.M.I.T. had by now become a College of Advanced Education] approved the transfer of the Certificate courses to the T.A.F.E. wing of the Institute, and the Diploma courses moved to the Caulfield (later Chisholm) Institute of Technology.

In the Department of Administrative Studies, the Certificate of Advertising required six vocational/professional units in Advertising but did not require any marketing units. The Department of Management also offered two elements in the Graduate Diploma of Management which later evolved into a Master's Degree in Business Administration in 1977–1978 (Hendon, 1972; Banks, 1992). Despite the Institute's innovative approach, the undergraduate marketing programs eventually collapsed in 1978 (to be revived nearly 10 years later). The Graduate School of Management shifted its focus to the Master of Business Administration program, which was introduced about this time. It appears that, despite the vision of some early academic management, and a relatively strong student demand, R.M.I.T. did not ‘follow through’ into the 1980s on the base it had established between 1964 and 1975.

5.3. Other technical colleges

Marketing Management units, similar in content and context to those offered by The South Australian School of Mines (S.A.I.T./U.S.A.) and R.M.I.T. were identified at most of the major Technical Colleges of the time, such as Sydney Technical College (later NSW Institute of Technology and now University of Technology, Sydney), Gordon Institute of Technology, Geelong (now Deakin University and Gordon Institute of TAFE), Footscray Technical College (now Victoria University), Caulfield Institute of Technology (now Monash University; see Sheedy and Russell (2007) for a detailed history of marketing education at Monash) and Perth Technical College (now Curtin University), in the period between 1945 and 1965 (Willis, 1967). The very small amount of archival material limits the understanding of the rationale for or content of marketing education in this period before 1965. Few, if any, of the academic staff lecturing in marketing in that period are still working in the field. At a time when most Technical Colleges were either plateauing out or even reducing their involvement in marketing education, a few were making moves that, after 1970, would place them in good positions to absorb the growing level of demand for marketing courses.

6. Australian universities

Before 1965, there were six old-established Universities in Australia, and another seven had been established between the end of World War II and 1965 (3 of them in 1964 and 1965). The marketing courses in place across the nineteen campuses, as discussed by Willis (1967), could hardly be described as numerous or strongly supported.

6.1. University of Melbourne

There were marketing courses in place in North American universities before 1914, and full marketing programs were offered at least as early as 1921. Marketing education at tertiary level began in Australia in 1929. As discussed above, it was in this year that an undergraduate unit, simply entitled “Marketing”, appeared as a year 2 elective in the Bachelor degree offered by the Faculty of Economics and Commerce (Byrt, 1989). This unit continued, more or less unchanged, until 1963, when the retirement of the long-serving Lecturer, A.G. Whitlam and his replacement by two Harvard-educated staff led to some significant changes.

The University introduced its Master of Business Administration degree in 1962, building on its 1957-initiated Summer School of Business Administration (Byrt, 1989), and this course contained one core unit: ‘Marketing Management’ and two electives: Marketing Theory Seminar, and Integrated Marketing Strategy. All these units were taught using the experience gained at Harvard by the academic staff of the time, and were closely linked into the idea of Marketing as being a part of the Corporate Strategy area. While the post-graduate and Summer School courses were American-influenced, the Summer School itself had been modelled on that run by the Administrative Staff College at Henley-on-Thames, UK, and this is one of the few British influences over Australian marketing and management education that can be traced in this period up until 1965 (Willis, 1967; Hendon, 1972, 1979; Byrt, 1989, 1992; King, 1992).

6.2. University of Sydney

An annual average of about ten students took a unit entitled “Agricultural Marketing and Pricing” within the Faculty of Agriculture in the years after the Second World War (Willis, 1967). Note that the subject was not offered in the Faculty of Economics.

6.3. University of Western Australia

According to the I.M.F. Report, this university had made some gesture towards Marketing education but, in 1967, the concept of teaching Marketing at U.W.A. was heavily influenced by orthodox and conservative economic attitudes, and was centred around such issues as “... monopolistic competition, demand analysis and specific industry studies...”, as well as “... marketing tactics and strategy, product design, packaging and pricing problems and the economics of supermarkets” (Willis, 1967).

6.4. University of New South Wales

The IMF Report (Liander, 1967), one of the few contemporary documents available, conflicts with the material found in the archives of the university. Although John Schneider had been appointed in 1965, the contributor, a Professor at UNSW, indicated that there was little if any marketing education in place at the university in 1966–1967. The Report indicates that “... the future of the courses is uncertain...” The course content was heavily orientated to Advertising, and “... placed little or no stress on the

behavioural aspects of the marketing situation, quantitative methods . . . and economic history . . .”

Following a re-structuring of the course in 1967, the staff of the Department of Marketing grew from a Professor and one Teaching Fellow, to seven in 1971, and over this period the courses were substantially re-structured. The importance of the marketing courses at UNSW is that their introduction, subsequent to the appointment of Professor Schneider and Mr. (later Professor) Roger Layton, was the second significant event in university-level marketing education (Archives UNSW, Holmes, 1992).

In the Graduate School of Business Administration, UNSW, a marketing program was put in place when the Master of Business Administration course was introduced at this Institute in 1963. This course probably paralleled that of the Graduate Schools at The Universities of Melbourne [1957] and Adelaide [1964] – case orientation and an American influence, through visiting staff from and direct contact with Harvard and Stanford Universities, and the American education of many of the Australian-born academic staff of the period.

6.5. University of Adelaide

With the introduction of its Masters of Business Administration course in 1964, The University of Adelaide included semester-length one post-graduate marketing unit. Under-graduate marketing courses were not introduced until 1991 (Willis, 1967; Robins, 1992; Quester, 1992).

6.6. Other Australian universities

Although Willis (1967) records an under-graduate marketing unit offered in the Economics Department at Monash University (1958), Sheedy and Russell (2007) have written a detailed history of marketing education at Monash. An agri-marketing unit, largely concerned with the economics of commodity markets, is also recorded as having been offered as a one-Semester, final year unit at the University of New England (1954) (Willis, 1967).

7. Conclusion

This paper has observed the development of marketing education from marketing-related subjects at correspondence schools, to the first “Marketing” subject that was taught at the University of Melbourne, through early attempts of marketing education by industry associations, technical colleges, and universities until 1965 when the first Chair in Marketing was established at University of New South Wales. Over the years correspondence schools, industry associations and technical colleges were attempting to fill the void by structured marketing management programs at the post-secondary level, but offered little beyond electives in management and other Diploma and Certificate courses. Prior to 1965, there was limited activity in marketing education in Australia at the university level. A handful of marketing units, mostly poorly attended, were offered at Universities which had an advertising and sales background, a growing economics context and a strong US

influence. However, changes in the system of education and business demand in the 1970s and 1980s have resulted in hundreds of marketing-related units now being offered to thousands of students every year.

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