

Marketing

Degree: A.A. - Marketing
 A.A. - Advertising & Sales Promotion
 A. A. - Retail Management

Area: Business
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Certificate: Basic Marketing
 Basic Retailing
 Retail Management

Marketing refers to all business activity involved in the moving of goods from the producer to the consumer, including selling, promotion, distribution, and packaging. Marketing-related occupations account for a third of the nation's jobs.

The ARC marketing program is a general-concentration program covering all aspects of marketing as well as the general management skills necessary for success in this profession.

Career Opportunities

No business field offers as many different career possibilities as marketing. Sales manager, purchasing director, advertising director, public relations manager, customer relations manager and research director are just a few job titles in the field. In addition to course work, experience in sales and marketing is required to obtain management positions.

Marketing - AA Degree

Requirements for Degree Major: 39-41 units

Business Core Requirements 17-19 Units

ACCT 101 or 301	3-4
BUS 110 or ECON 302	3
BUS 300	3
BUS 310	3
BUS 340	3
BUSTEC 300 (or keyboarding competency)	1-0
CIS 300 and 304	2

Concentration Requirements 22 Units

MGMT 300 or 304	3
MKT 300	3
MKT 310	3
MKT 312	3
MKT 314	3

7 units selected from the following:

BUS 320 or 330; CISA 310, 320, 330; CISC 305; MGMT 308, 372; MKT 120; SOC 300; SPEECH 301 or 321.

General Education Graduation Requirements:

Students must also complete the general education graduation requirements for an A.A. degree. See graduation requirements.

Basic Marketing Certificate

Requirements for Certificate: 23 units

Courses Required Units

BUS 224	1
BUS 300	3
BUS 330	3
CISA 300	1
MGMT 304	3
MKT 300	3
MKT 310	3
MKT 312	3
MKT 314	3

Advertising and Sales Promotion - AA Degree

The knowledge and skills necessary for advertising work with newspapers, retail and general business organizations, and advertising agencies.

Requirements for Degree Major: 34-38 units

Business Core Requirements 15-17 Units

ACCT 101 or 301	3-4
BUS 110 or ECON 302	3
BUS 300	3
BUS 340	3
BUSTEC 300 or keyboarding competency	1-0
Computer Information Science *	3
<i>*Three units selected from CIS classes; ACCT 341, 343; BUSTEC 305, 310</i>	

Concentration Requirements 21 Units

ART 320	3
ARTNM 15	2
ART 411	3
ARTNM 20	3
CISC 300	1
CISA 330	2
MKT 300	3
MKT 310	3
MKT 314	3

Recommended Electives

BUS 320, 330; CISA 300, 330, 331, 340; MKT 312

Retail Management - AA Degree

Preparation for a variety of retailing occupation careers. Program includes retail organization, location, buying and merchandising, credit, accounting, personnel management, promotion and related topics.

Requirements for Degree Major: 39-41 units**Business Core Requirements 17-19 Units**

ACCT 101 or 301	3-4
BUS 110 or ECON 302	3
BUS 300	3
BUS 310	3
BUS 340 or 345	3
BUSTEC 300 (or the passing of a keyboarding competency test)	1-0
CISA 300 and 310	2

Concentration Requirements 22 Units

MGMT 304	3
MKT 300	3
MKT 310	3
MKT 312	3
MKT 314	3
<i>and 7 units from the following:</i>	
BUS 105, 330, or 350; CISA 320 or 330; CISC 305; MGMT 300, 308, 360, 362, or 372; MKT 120; SPEECH 301 or 321	

BASIC Retailing Certificate**Requirements for Certificate: 23 units**

BUS 100	3
BUS 105	3
BUS 216	1
BUS 218	1
BUS 224	1
BUS 228	1
BUS 300	3
CISA 300	1
MGMT 304	3
MKT 300	3
MKT 312	3

Retail Management Certificate**Requirements for Certificate: 29-30 units**

ACCT 101 or 301	3-4
BUS 100 or 310	3
BUS 105	3
CISA 300 and 310	2
MGMT 304	3
MGMT 308	3
MGMT 372	3
MKT 300	3
MKT 312	3
SPEECH 301 or 321	3

MKT 120 Survey of International Business 3 Units

Formerly: MKT 50

Prerequisite: None

Advisory: ENGWR 51 and ENGRD 15 or ESLR 310 and ESLW 310 or placement through assessment process.

Course Not Transferable UC or CSU

Hours: 54 hours LEC

This course is a comprehensive overview of international business designed to provide both beginners and experienced business people with a global perspective on international trade including foreign investments, impact of financial markets, international marketing, and operation of multi-national corporations.

MKT 132 Basics of Exporting 1.5 Units

Formerly: MKT 54A

Prerequisite: None

Course Not Transferable UC or CSU

Hours: 27 hours LEC

This course offers the different aspects of exporting. It affords the student a working knowledge of the various terms and techniques essential to exporting. The topics include international movement of merchandise, and trade patterns by countries and commodities.

MKT 134 Basics of Importing 1.5 Units

Formerly: MKT 54B

Prerequisite: None

Course Not Transferable UC or CSU

Hours: 27 hours LEC

This course covers the steps involved in importing a product or service. The course includes an introduction to the United States Customs Service, customs brokers, duty rate, basic laws affecting imports, currency exchange, letters of credit, storage and transportation of shipments.

MKT 300 Principles of Marketing 3 Units

Formerly: MKT 20

Prerequisite: None

Advisory: ENGWR 102 or ENGWR 103 and ENGRD 116, or ESLR 320 and ESLW 320; or placement through assessment.

Course Transferable to CSU

Hours: 54 hours LEC

This course will examine in detail the four functions of marketing: product, promotion, price, and place. The marketing concept will be the basis for the entire course. The external marketing factors of environment, competition, government regulation, and consumer behavior will be studied also.

MKT 310 Selling Professionally 3 Units

Formerly: MKT 22

Prerequisite: None

Advisory: ENGWR 102 or ENGWR 103 and ENGRD 116, ESLR 320 and ESLW 320, or placement through assessment; BUS 105.

Course Transferable to CSU

Hours: 54 hours LEC

This course demonstrates the importance of effective selling techniques. This course will examine and present the qualifications necessary to achieve success in professional selling. This course also emphasizes the development of a business personality and its application to the approach, direction, and closing of a sale. Different types of selling experience such as direct, industrial, wholesale, and retail are covered. This class is recommended for those entering any field of business careers.

MKT 312 Retailing 3 Units

Formerly: MKT 24

Prerequisite: None

Advisory: ENGWR 102 or ENGWR 103 and ENGRD 116, or ESLR 320 and ESLW 320 or placement through assessment; MKT 300.

Course Transferable to CSU

Hours: 54 hours LEC

This course is a study of modern retail store operation with emphasis on consumer behavior, store location and layout, pricing, organization, promotion, merchandising, and pertinent legislation.

MKT 314 Advertising 3 Units

Formerly: MKT 26

Prerequisite: None

Advisory: ENGWR 102 or ENGWR 103 and ENGRD 116 or ESLR 320 and ESLW 320 or placement through assessment; MKT 300.

Course Transferable to CSU

Hours: 54 hours LEC

This course is a study of the marketing promotional mix with special emphasis on the field of advertising. The course will cover the advertising message from initial research through the final advertising message. Different advertising media will be examined and compared.

MKT 332 Advertising on the Internet (Electronic Commerce) 3 Units

Formerly: MKT 25

Prerequisite: None

Advisory: ENGWR 102 or ENGWR 103 and ENGRD 116; or ESLR 320 and ESLW 320, or placement through assessment.

Course Transferable to CSU

Hours: 54 hours LEC

This course addresses the process of advertising in the electronic commerce environment. It focuses on discussing on-line marketing. The effects of electronic commerce on market research, demographics and traditional advertising channels and case studies of successful models will be studied and examined.