

Marketing

Overview

The Marketing degree provides an opportunity for students to acquire knowledge and training for careers in sales, advertising, and marketing. The competency-based curriculum is designed to prepare students for a variety of positions and to provide basic training for advancement to management positions and for transfer to four-year universities.

Roadmaps

Roadmaps lay out all of the courses you need to take for a given degree or certificate.

A.A./A.S. Degrees

[Advertising and Sales Promotion A.A. Degree \(Full Time\) Map \(/academics/programs-and-majors/advertising-and-sales-promotion-aa-degree-\(full-time\)-map\)](#)

[Marketing A.A. Degree \(Full Time\) Map \(/academics/programs-and-majors/marketing-aa-degree-\(full-time\)-map\)](#)

[Retail Management A.A. Degree \(Full Time\) Map \(/academics/programs-and-majors/retail-management-aa-degree-\(full-time\)-map\)](#)

Certificates

[Retail Management \(WAFIC\) Certificate \(Full Time\) Map \(/academics/programs-and-majors/retail-management-\(wafic\)-certificate-\(full-time\)-map\)](#)

Division Dean

[Kirsten Corbin \(/about-us/contact-us/employee-directory/employee?id=0018152&xid=\)](#)

Department Chair

[Rachna Nagi-Condos \(/about-us/contact-us/employee-directory/employee?id=0004696&xid=\)](#)

HomeBase

[Business HomeBase \(/academics/business-homebase\)](#)

[Business HomeBase \(/academics/business-homebase\)](#)

Phone

(916) 484-8361

Email

[bcsclerk@arc.losrios.edu \(mailto:bcsclerk@arc.losrios.edu\)](mailto:bcsclerk@arc.losrios.edu)

Associate Degrees

A.A. in Advertising and Sales Promotion

This degree program covers the general areas of marketing. In addition it provides the knowledge and skills necessary to pursue a career in advertising. Graduates should qualify for employment opportunities with retail and general business organizations, advertising agencies, and advertising media (radio, television, magazines, newspapers and outdoor) companies.

Catalog Date: August 1, 2024

Degree Requirements

COURSE CODE	COURSE TITLE	UNITS
ACCT 101	Fundamentals of College Accounting (3)	3 - 4
or ACCT 301	Financial Accounting (4)	
ARTNM 324	Digital Design	3
ARTNM 303	Graphic Design: Typography	3
BUS 110	Business Economics (3)	3
or ECON 302	Principles of Macroeconomics (3)	
BUS 300	Introduction to Business	3
BUS 340	Business Law	3
CISA 330	Desktop Publishing	2
CISC 300	Computer Familiarization	1
MKT 300	Principles of Marketing	3
MKT 310	Selling Professionally	3
MKT 312	Retailing	3
MKT 314	Advertising	3
GEOG 330	Introduction to Geographic Information Systems	3
A minimum of 3 units from the following:		3
CISA 331	Intermediate Desktop Publishing (2)	
BUSTEC 305	Introduction to Business Information Technology (3)	

COURSE CODE	COURSE TITLE	UNITS
BUSTEC 310	Introduction to Word/Information Processing (3)	
CISA 305	Beginning Word Processing (2)	
CISA 315	Introduction to Electronic Spreadsheets (2)	
CISA 340	Presentation Graphics (2)	
Total Units:		39 - 40

The Advertising and Sales Promotion Associate in Arts (A.A.) degree may be obtained by completion of the required program, plus general education requirements, plus sufficient electives to meet a 60-unit total. See ARC graduation requirements.

Student Learning Outcomes

Upon completion of this program, the student will be able to:

- Apply advertising principles including strategies for planning, producing and selecting the appropriate media.
- Evaluate the characteristics of various types of promotion.
- Describe the consumer decision-making process and how marketing communications influence decisions.
- Analyze consumer buyer behavior and recommend how to utilize marketing communications most effectively to meet the consumer needs.
- Analyze and evaluate practical business problems and utilize critical thinking in the determination of alternative solutions.
- Integrate the major functional areas of the business organizations including management, marketing, finance, and accounting.
- Apply document design techniques utilizing desktop publishing programs to create effective marketing materials.
- Communicate effectively verbally and in writing in various business settings.
- Plan and design promotional programs.

Career Information

Sales, copywriter, in-house communications, public relations, technical communications, media planner, media buyer.

A.A. in Marketing

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Catalog Date: August 1, 2024

Degree Requirements

COURSE CODE	COURSE TITLE	UNITS
ACCT 101	Fundamentals of College Accounting (3)	3 - 4
or ACCT 301	Financial Accounting (4)	
BUS 110	Business Economics (3)	3
or ECON 302	Principles of Macroeconomics (3)	
BUS 300	Introduction to Business	3
BUS 310	Business Communications	3
BUS 340	Business Law	3
CISA 305	Beginning Word Processing	2
MGMT 300	Introduction to Leadership in Action (3)	3
or MGMT 304	Principles of Management (3)	
MKT 300	Principles of Marketing	3
MKT 310	Selling Professionally	3
MKT 312	Retailing	3
MKT 314	Advertising	3
CISA 340	Presentation Graphics	2
A minimum of 7 units from the following:		7
BUS 320	Concepts in Personal Finance (3)	
BUS 330	Managing Diversity in the Workplace (3)	
CISA 320	Introduction to Database Management (1)	
CISA 330	Desktop Publishing (2)	
MGMT 308	Personnel and Human Resources Management (3)	
MGMT 372	Human Relations and Organizational Behavior (3)	
MGMT 142	Project Management Techniques and Software (3)	
or CISA 160	Project Management Techniques and Software (3)	
GEOG 330	Introduction to Geographic Information Systems (3)	
BUS 350	Small Business Management/Entrepreneurship (3)	
CISA 315	Introduction to Electronic Spreadsheets (2)	
Total Units:		41 - 42

The Marketing Associate in Arts (A.A.) degree may be obtained by completion of the required program, plus general education requirements, plus sufficient electives to meet a 60-unit total. See ARC graduation requirements.

Student Learning Outcomes

Upon completion of this program, the student will be able to:

- Integrate the functions of the marketing mix.
- Apply principles of retailing such as business location, merchandising, inventory control, store management and vendor relationships.
- Plan, produce and select the appropriate media for advertising.
- Integrate management principles related to finance, personnel, products, services and information.
- Communicate effectively verbally and in writing in various business settings.
- Identify and examine consumer buyer behavior and evaluate which marketing communications medium will most effectively meet needs of the marketplace.
- Incorporate principles of product development, pricing, distribution strategies, promotion strategies and market research.
- Demonstrate professional sales skills by effectively interviewing and identifying the customers' needs.
- Evaluate practical business problems and utilize critical thinking in the determination of alternative solutions.
- Identify and explain the major functional areas of the business organizations including management, marketing, finance, and accounting.
- Apply the marketing mix to create and analyze various marketing strategies.

A.A. in Retail Management

The Retail Management program builds on the general business curriculum and prepares students for a leadership role in the retail industry. Depending upon the size of the retail company, retail managers are responsible for one or more parts of a retail operation including sales, marketing, buying, merchandising, operations, inventory control, human resources, and finance.

Catalog Date: August 1, 2024

Degree Requirements

COURSE CODE	COURSE TITLE	UNITS
ACCT 101	Fundamentals of College Accounting (3)	3 - 4
or ACCT 301	Financial Accounting (4)	
BUS 110	Business Economics (3)	3
or ECON 302	Principles of Macroeconomics (3)	
BUS 300	Introduction to Business	3
BUS 310	Business Communications	3
BUS 340	Business Law (3)	3
CISA 305	Beginning Word Processing	2
CISA 315	Introduction to Electronic Spreadsheets	2
MGMT 304	Principles of Management	3
MKT 300	Principles of Marketing	3
MKT 310	Selling Professionally	3
MKT 312	Retailing	3
MKT 314	Advertising	3
A minimum of 7 units from the following:		7
BUS 105	Business Mathematics (3)	
or BUS 330	Managing Diversity in the Workplace (3)	
or BUS 350	Small Business Management/Entrepreneurship (3)	
or BUS 220	Retailing and Merchandising for the Small Business (1)	
or BUS 210	The Business Plan (1)	
or BUS 214	Financing a Small Business (1)	
or BUS 224	Customer Service (1)	
CISA 320	Introduction to Database Management (1)	
or CISA 330	Desktop Publishing (2)	
or CISC 305	Introduction to the Internet (1)	
MGMT 308	Personnel and Human Resources Management (3)	
or MGMT 360	Management Communication (3)	
or MGMT 362	Techniques of Management (3)	
or MGMT 372	Human Relations and Organizational Behavior (3)	
Total Units:		41 - 42

The Retail Management Associate in Arts (A.A.) degree may be obtained by completion of the required program, plus general education requirements, plus sufficient electives to meet a 60-unit total. See ARC graduation requirements.

Student Learning Outcomes

Upon completion of this program, the student will be able to:

- Demonstrate the principles of sales management including the development and analysis of sales programs, budget and expense reports.
- Apply principles of retail buying such as planning, merchandise selection and control, and building positive vendor relationships.
- Communicate effectively with consumers, staff and vendors.
- Integrate the nature of business operations, personnel, finances, regulations, marketing and decision-making.
- Analyze data related to market share, inventory control and profitability.
- Analyze practical business problems and utilize critical thinking in the determination of alternative solutions.
- Integrate principles of product development, pricing, distribution strategies, promotion strategies and market research in the decision making process.

Career Information

Buyer, department manager, store director, sales associate, account executive, merchandiser, sales manager.

Certificates of Achievement

Marketing Essentials Certificate

This certificate provides an introductory overview of the various aspects of marketing, such as target marketing, marketing strategy, advertising, professional selling, retailing, public relations, social media, and customer service. It is intended to meet the needs of employed students who wish to upgrade their marketing skills, as well as those students who are seeking entry-level marketing positions.

Catalog Date: August 1, 2024

Certificate Requirements

COURSE CODE	COURSE TITLE	UNITS
MKT 300	Principles of Marketing	3
MKT 310	Selling Professionally	3
MKT 312	Retailing	3
MKT 314	Advertising	3
MKT 330	Internet Marketing	3
Total Units:		15

Student Learning Outcomes

Upon completion of this program, the student will be able to:

- analyze the philosophy of the marketing concept, and the importance of customer satisfaction.
- discover the function and elements of the marketing mix.
- incorporate strategies for planning, producing, and selecting the appropriate advertising media, and creating an advertising campaign.
- demonstrate professional selling skills, including sales presentations.
- evaluate principles of retailing, such as store location, store layout and design, pricing, human resource management, and promotional methods.
- compare and contrast various e-marketing tools, such as websites and social media.

Career Information

Marketing, selling, advertising, public relations, and marketing management positions, for profit and non-profit organizations. Also, enhancing marketing skills for the entrepreneur and small business owner.

Retail Management (WAFC) Certificate

This program provides an overview of the retail industry and the business skills needed to succeed in retail store management. It provides training for those wishing to be owners, managers, and employees of retail organizations. This certificate meets the needs of industry leaders such as the Western Association of Food Chains (WAFC).

Catalog Date: August 1, 2024

Certificate Requirements

COURSE CODE	COURSE TITLE	UNITS
ACCT 301	Financial Accounting (4)	4
BUS 100	English for the Professional (3)	3
or ENGWR 300	College Composition (3)	
BUS 310	Business Communications (3)	3
CISA 315	Introduction to Electronic Spreadsheets	2
MGMT 304	Principles of Management	3
MGMT 308	Personnel and Human Resources Management	3
MGMT 372	Human Relations and Organizational Behavior	3
MKT 300	Principles of Marketing	3
MKT 312	Retailing	3
Total Units:		27

Student Learning Outcomes

Upon completion of this program, the student will be able to:

- become a more productive retail manager, employee, or entrepreneur.
- incorporate basic marketing skills into retail operations, such as target marketing, product development, pricing, distribution decisions, promotion strategies, and marketing research.
- evaluate and develop basic management skills involving human relations, organizational behavior, and human resources management.
- demonstrate basic computer skills in word processing, presentations, and Internet searches.
- analyze and employ various written and verbal communication techniques.
- critique and recommend various retail store layouts and designs.
- recognize and confirm the importance that retailing has upon the American society and economy.

Career Information

Marketing (MKT) Courses

MKT 295 Independent Studies in Marketing

Units: 1 - 3
Prerequisite: None.
Catalog Date: August 1, 2024

Independent Study is an opportunity for the student to extend classroom experience in this subject, while working independently of a formal classroom situation. Independent study is an extension of work offered in a specific class in the college catalog. To be eligible for independent study, students must have completed the basic regular catalog course at American River College. They must also discuss the study with a professor in this subject and secure approval. Only one independent study for each catalog course will be allowed.

MKT 299 Experimental Offering in Marketing

Units: 0.5 - 4
Prerequisite: None.
Catalog Date: August 1, 2024

This is the experimental courses description.

MKT 300 Principles of Marketing

Units: 3
Hours: 54 hours LEC
Prerequisite: None.
Transferable: CSU
Catalog Date: August 1, 2024

This course provides a general overview of the principles of marketing. It focuses on the marketing concept and customer satisfaction. Topics include the controllable elements of the marketing mix (product, place or distribution, promotion, and price) as well as the uncontrollable elements of the marketing environment. This course also examines the topics of target marketing, market segmentation, consumer behavior, social responsibility, marketing research, and international marketing.

Student Learning Outcomes

Upon completion of this course, the student will be able to:

- describe how organizations apply the basic principles and concepts of marketing.
- explain the importance of customer satisfaction and the priorities of the marketing concept.
- evaluate how marketers plan and make decisions regarding the controllable factors of the marketing mix: product, place or distribution, promotion, and price.
- describe the elements of the marketing environment that are beyond the control of the marketer.
- illustrate how marketers segment their markets and design target markets.
- analyze and evaluate several companies and write about various concepts of marketing, such as target marketing, social responsibility, and product mix.

MKT 310 Selling Professionally

Units: 3
Hours: 54 hours LEC
Prerequisite: None.
Transferable: CSU
Catalog Date: August 1, 2024

This course examines the personal selling philosophy and career opportunities in professional consumer and business selling. The development of a successful presentation strategy is examined, and techniques are illustrated for the steps of selling: approach, sales demonstration, overcoming objections, negotiation, closing, and servicing the sale. This course helps develop better selling and personal marketing techniques. Field trips may be required.

Student Learning Outcomes

Upon completion of this course, the student will be able to:

- evaluate appropriate attire, language (both verbal and non-verbal) and knowledge, while factoring in cultural considerations needed for various situations.
- adapt his/her personal communication style to a prospect, while taking into consideration multiple elements such as, cultural, demographic, temperamental, and psychographic factors.
- identify and compare the career opportunities in professional consumer and business selling.
- analyze and demonstrate the steps of professional selling, including approach, needs assessment, presentation, overcoming objections and negotiating, closing, and servicing of the sale.
- give an effective sales presentation.

MKT 312 Retailing

Units: 3
Hours: 54 hours LEC
Prerequisite: None.
Transferable: CSU
Catalog Date: August 1, 2024

This course is an introduction to the field of retailing. It covers various aspects of retailing, including store location and layout, consumer behavior, human resource management, merchandise buying, pricing, and promotion. Multichannel retailing is discussed, which includes stores, websites, catalogs, and telemarketing. Field trips may be required.

Student Learning Outcomes

Upon completion of this course, the student will be able to:

- cite examples of various types of food, general merchandise, nonstore, and services retailers.
- explain how needs and social factors affect consumer buying decisions and how retailers segment their markets.
- compare and contrast various retail locations, including shopping centers and malls, central business districts, and nontraditional locations, such as airports and hospitals.
- evaluate specific retail site locations, based upon factors such as trade area, competition, natural and artificial barriers, traffic flow, parking, and leases.
- identify some of the special conditions or challenges of human resource management in retailing.
- illustrate how retailers use Customer Relationship Management (CRM) to identify their best customers and build customer loyalty.
- explain how retailers use merchandise management decisions to implement their retail strategy, including planning, buying, pricing, branding, and promoting their merchandise.
- evaluate a retail store's atmospherics, including layout, lighting, colors, scents, and music.

MKT 314 Advertising

Units:	3
Hours:	54 hours LEC
Prerequisite:	None.
Advisory:	MKT 300
Transferable:	CSU
Catalog Date:	August 1, 2024

This course is an introduction to consumer advertising. It covers the advertising industry, including advertisers, agencies, media, and suppliers. Consumer behavior is also studied, to realize how advertisers attempt to understand their target audience. Advertising media are investigated in detail, including television, radio, newspapers, magazines, outdoor, Internet, social media, and direct mail. This course emphasizes group dynamics in the development of an advertising campaign. It is recommended for those interested in a career in advertising, as well as future entrepreneurs hoping to develop effective advertising for their businesses.

Student Learning Outcomes

Upon completion of this course, the student will be able to:

- identify the major cultural, social and economic impacts of advertising in the United States.
- describe how the advertising industry operates and produces advertising through the work of advertisers, agencies, media, and suppliers.
- evaluate the various advertising media, including television, radio, magazines, newspapers, outdoor, Internet, direct mail, and other media.
- create and produce advertising examples for magazine ads, television and radio commercials, and billboards.
- work together in groups to create and present media advertising for an advertising campaign.

MKT 330 Internet Marketing

Units:	3
Hours:	54 hours LEC
Prerequisite:	None.
Transferable:	CSU
Catalog Date:	August 1, 2024

This course introduces the use of social media and other Internet technologies, with an emphasis on the theory and practice of marketing in an electronic environment. Topics include the personalization and interactivity of the Internet to build strong customer relationships. These concepts are applied to traditional brick and mortar as well as exclusively online businesses.

Student Learning Outcomes

Upon completion of this course, the student will be able to:

- create effective Internet marketing strategies that enhance a business' relationship with present and future customers.
- identify and evaluate decisions in the selection of Internet marketing strategies to make a business more effective.
- apply complex decision-making techniques to problems involving e-commerce practice and a company's role in this evolving business environment.

MKT 495 Independent Studies in Marketing

Units:	1 - 3
Hours:	54 - 162 hours LAB
Prerequisite:	None.
Transferable:	CSU
Catalog Date:	August 1, 2024

Independent Study is an opportunity for the student to extend classroom experience in this subject, while working independently of a formal classroom situation. Independent study is an extension of work offered in a specific class in the college catalog. To be eligible for independent study, students must have completed the basic regular catalog course at American River College. They must also discuss the study with a professor in this subject and secure approval. Only one independent study for each catalog course will be allowed.

MKT 498 Work Experience in Marketing

Units:	0.5 - 4
Hours:	27 - 216 hours LAB
Prerequisite:	None.
Enrollment Limitation:	Students must be in a paid or unpaid internship, volunteer position, or job related to marketing with a cooperating site supervisor. Students are advised to consult with the Marketing Department faculty to review specific certificate and degree work experience requirements.
Advisory:	Eligible for ENGWR 300 or ESLW 340.
Transferable:	CSU
General Education:	AA/AS Area III(b)
Catalog Date:	August 1, 2024

This course provides students with opportunities to develop marketable skills in preparation for employment or advancement within the field of marketing. It is designed for students interested in work experience and/or internships in transfer-level degree occupational programs. Course content includes understanding the application of education to the workforce, completion of Title 5 required forms which document the student's progress and hours spent at an approved work site, and developing workplace skills and competencies.

During the semester, the student is required to complete 27 hours of related work experience for 0.5 unit. An additional 27 hours of related work experience is required for each additional 0.5 units. All students are required to attend the first course meeting, a mid-semester meeting, and a final meeting. Additionally, students who have not already successfully completed a Work Experience course will be required to attend weekly orientations while returning participants may meet individually with the instructor as needed. Students may take up to 16 units total across all Work Experience course offerings. This course may be taken up to four times when there are new or expanded learning objectives. Only one Work Experience course may be taken per semester.

Student Learning Outcomes

Upon completion of this course, the student will be able to:

- demonstrate application of industry knowledge and theoretical concepts in the field of marketing related to a transfer degree level career as written in the minimum three (3) learning objectives created by the student and their employer or work site supervisor at the start of the course.
- make effective decisions, use workforce information, and manage their personal career plans.
- behave professionally, ethically, and legally during work, consistent with applicable laws, regulations, and organizational norms.
- behave responsibly during work, exhibiting initiative and self-management in situations where it is needed.
- apply effective leadership styles during work, with consideration to group dynamics, team and individual decision making, and workforce diversity.
- communicate in oral, written, and other formats, as needed, in a variety of contexts during work.
- locate, organize, evaluate, and reference information during work.
- demonstrate originality and inventiveness during work by combining ideas or information in new ways, making connections between seemingly unrelated ideas, and reshaping goals in ways that reveal new possibilities using critical and creative thinking skills such as logical reasoning, analytical thinking, and problem-solving.

MKT 499 Experimental Offering in Marketing

Units:	0.5 - 4
Prerequisite:	None.
Transferable:	CSU
Catalog Date:	August 1, 2024

This is the experimental courses description.

Faculty

Business and Computer Science (BCS) Lab

The BCS Lab is here to help you complete your educational and career goals.

[Business & Computer Science Lab](#) (~~/BUSINESS-AND-COMPUTER-SCIENCE-LAB~~)