DEGREES AND CERTIFICATES

Marketing Degree

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.

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.

Requirements for Degree 41-42 Units

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>ACCT 101</td>
<td>Fundamentals of College Accounting</td>
<td>3 - 4</td>
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<tr>
<td>and/or ACCT 301</td>
<td>Financial Accounting</td>
<td>4</td>
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<tr>
<td>BUS 110</td>
<td>Business Economics</td>
<td>3</td>
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<tr>
<td>or ECON 302</td>
<td>Principles of Macroeconomics</td>
<td>3</td>
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<tr>
<td>BUS 300</td>
<td>Introduction to Business</td>
<td>3</td>
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<tr>
<td>BUS 310</td>
<td>Business Communications</td>
<td>3</td>
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<tr>
<td>BUS 340</td>
<td>Business Law</td>
<td>3</td>
</tr>
<tr>
<td>CISA 305</td>
<td>Beginning Word Processing</td>
<td>2</td>
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<tr>
<td>MGMT 300</td>
<td>Introduction to Leadership in Action</td>
<td>3</td>
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<tr>
<td>or MGMT 304</td>
<td>Introduction to Management Functions</td>
<td>3</td>
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<tr>
<td>MKT 300</td>
<td>Principles of Marketing</td>
<td>3</td>
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<tr>
<td>MKT 310</td>
<td>Selling Professionally</td>
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<tr>
<td>MKT 312</td>
<td>Retailing</td>
<td>3</td>
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<td>MKT 314</td>
<td>Advertising</td>
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<tr>
<td>CISA 340</td>
<td>Presentation Graphics</td>
<td>2</td>
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And a minimum of 7 units from the following:

- BUS 320 Concepts in Personal Finance (3)
- BUS 330 Managing Diversity in the Workplace (3)
- BUS 350 Small Business Management/Entrepreneurship (3)
- CISA 160 Project Management Techniques and Software (3)
- CISA 315 Introduction to Electronic Spreadsheets (2)
- CISA 320 Introduction to Database Management (1)
- CISA 330 Desktop Publishing (2)
- GEOG 330 Introduction to Geographic Information Systems (3)
- MGMT 308 Personnel and Human Resources Management (3)
- MGMT 372 Human Relations and Organizational Behavior (3)

Associate Degree Requirements: 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.

Advertising and Sales Promotion Degree

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.

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 Opportunities

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

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.

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 Opportunities

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

(continued on next page)
Independent Studies in Marketing 1-3 Units
Prerequisite: None
Hours: 54-162 hours LAB

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 300  Principles of Marketing 3 Units
Course Transferable to CSU
Hours: 54 hours LEC

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.

MKT 310  Selling Professionally 3 Units
Course Transferable to CSU
Hours: 54 hours LEC

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.

MKT 312  Retailing 3 Units
Course Transferable to CSU
Hours: 54 hours LEC

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.

MKT 314  Advertising 3 Units
Prerequisite: MKT 300
Course Transferable to CSU
Hours: 54 hours LEC

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.

MKT 330  Internet Marketing 3 Units
Course Transferable to CSU
Hours: 54 hours LEC

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.

MKT 495  Independent Studies in Marketing 1-3 Units
Prerequisite: None
Course Transferable to CSU
Hours: 54-162 hours LAB

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