

Area: Business & Computer Science  
 Dean: Dr. Derrick Booth  
 Phone: (916) 484-8361  
 Counseling: (916) 484-8572

Degree: A.A. - Advertising & Sales Promotion  
 A.A. - Marketing  
 A.A. - Retail Management  
 Certificate: Retail Management (WAFC)

## 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
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 Introduction to Management Functions (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	

**And a minimum of 7 units from the following:** .....7

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)
or MGMT 142	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.

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**(Advertising and Sales Promotion Degree continued)**

<b>Requirements for Degree Major</b>		<b>39-40 Units</b>
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
GEOG 330	Introduction to Geographic Information Systems	3
MKT 300	Principles of Marketing	3
MKT 310	Selling Professionally	3
MKT 312	Retailing	3
MKT 314	Advertising	3
<b>And a minimum of 3 units from the following:</b>		<b>3</b>
BUSTEC 305	Introduction to Office Technology (1)	
BUSTEC 310	Introduction to Word/Information Processing (1 - 3)	
CISA 305	Beginning Word Processing (2)	
CISA 315	Introduction to Electronic Spreadsheets (2)	
CISA 331	Intermediate Desktop Publishing (2)	
CISA 340	Presentation Graphics (2)	

**Associate Degree Requirements:** 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.

**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.

<b>Requirements for Degree Major</b>		<b>41-42 Units</b>
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
or BUS 345	Law and Society (3)	
CISA 305	Beginning Word Processing	2
CISA 315	Introduction to Electronic Spreadsheets	2
MGMT 304	Introduction to Management Functions	3
MKT 300	Principles of Marketing	3
MKT 310	Selling Professionally	3
MKT 312	Retailing	3
MKT 314	Advertising	3
<b>And a minimum of 7 units from the following:</b>		<b>7</b>
BUS 330	Managing Diversity in the Workplace (3)	
or BUS 105	Business Mathematics (3)	
or BUS 224	Customer Service (1)	
or BUS 214	Financing a Small Business (1)	
or BUS 210	The Business Plan (1)	
or BUS 220	Retailing and Merchandising for the Small Business (1)	
or BUS 350	Small Business Management/Entrepreneurship (3)	
CISC 305	Introduction to the Internet (1)	
or CISA 330	Desktop Publishing (2)	
or CISA 320	Introduction to Database Management (1)	
MGMT 372	Human Relations and Organizational Behavior (3)	
or MGMT 362	Techniques of Management (3)	
or MGMT 360	Management Communication (3)	
or MGMT 308	Personnel and Human Resources Management (3)	

**Associate Degree Requirements:** 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.

## Retail Management (WAFC) Certificate

The program gives an overview of the retail industry and the skills needed to succeed within this arena. It is designed to provide training for those wishing to be owners, managers, and employees of retail organizations. The Retail Management certificate meets the needs of industry leaders such as the Western Association of Food Chains (WAFC).

### Student Learning Outcomes

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

- recognize retailing trends, applications and the variables involved in service retailing.
- incorporate principles of product development, pricing, distribution strategies, promotion strategies and market research.
- evaluate practical business problems.
- analyze the organization necessary for effective purchasing procedure in a large organization.
- integrate management principles in relationship to finance, personnel, products, services and information.
- utilize critical thinking in the determination of alternative solutions.

### Career Opportunities

Buyer, department supervisor, store director, entrepreneur, customer service representative.

Requirements for Certificate		31-32 Units
ACCT 101 or ACCT 301	Fundamentals of College Accounting (3) Financial Accounting (4)	3 - 4
BUS 100 or BUS 310	English for the Professional (3) Business Communications (3)	3
BUS 105	Business Mathematics	3
CISA 305	Beginning Word Processing	2
CISA 315	Introduction to Electronic Spreadsheets	2
MGMT 304	Introduction to Management Functions	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
SPEECH 301 or SPEECH 321	Public Speaking (3) Interpersonal Communication (3)	3

## Marketing

### 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. The marketing concept and customer satisfaction are a primary focus of the course. 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. It 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*

The 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. It develops 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

*Advisory: MKT 300*  
*Course Transferable to CSU*  
*Hours: 54 hours LEC*

This course is an introduction to consumer advertising. It focuses on the advertising industry: advertisers, agencies, media, and suppliers. The course investigates how organizations identify and understand their target audience. Advertising media are studied in detail, including television, radio, magazines, newspapers, outdoor, Internet, direct mail, and other media. The highlight of the course involves working in groups, and developing and presenting an entire advertising campaign. This course is recommended for those interested in a career in advertising, or to help future entrepreneurs develop effective advertising for their business.

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

*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.