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.

**General Education Graduation Requirements:** In addition to completing the degree requirements, students must also complete the general education graduation requirements for an A.A./A.S. degree. See ARC graduation requirements.

**Marketing**

**Requirements for Degree Major**

<table>
<thead>
<tr>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>41-43</td>
</tr>
</tbody>
</table>

**Core Requirements**

| ACCT 101 or 301 | 3-4 |
| BUS 110 or ECON 302 | 3 |
| BUS 300 | 3 |
| BUS 310 | 3 |
| BUS 340 | 3 |
| BUSTEC 300 (1 unit) or keyboarding competency | 0-1 |
| CISA 305 and 315 | 4 |

**Concentration Requirements**

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

*and 7 units selected from the following:*

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

**Advertising and Sales Promotion**

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

**Requirements for Degree Major**

<table>
<thead>
<tr>
<th>Units</th>
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<tbody>
<tr>
<td>39</td>
</tr>
</tbody>
</table>

**Core Requirements**

| ACCT 101 (3 units) or 301 (4 units) | 5 |
| BUS 110 or ECON 302 | 3 |
| BUS 300 | 3 |
| BUS 340 | 3 |
| BUSTEC 300 (1 unit) or keyboarding competency and three units selected from CIS classes; ACCT 341, 343; BUSTEC 305, 310 | 5 |

**Concentration Requirements**

| ART 320 | 3 |
| ART 411 | 3 |
| ARTNM 324 | 3 |
| ARTNM 350 | 3 |
| CISA 330 | 2 |
| CISC 300 | 1 |
| MKT 300 | 3 |
| MKT 310 | 3 |
| MKT 314 | 3 |

**Recommended Electives**

| BUS 320, 330; CISA 305, 330, 331, 340; MKT 312 |

**Retail Management**

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**

<table>
<thead>
<tr>
<th>Units</th>
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</thead>
<tbody>
<tr>
<td>41-43</td>
</tr>
</tbody>
</table>

**Core Requirements**

| 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 (1 unit) or keyboarding competency and CISA 305 and 315 | 4 |

American River College 2004-2005
Marketing

Concentration Requirements

<table>
<thead>
<tr>
<th>Courses Required</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 304</td>
<td>3</td>
</tr>
<tr>
<td>MKT 300</td>
<td>3</td>
</tr>
<tr>
<td>MKT 310</td>
<td>3</td>
</tr>
<tr>
<td>MKT 312</td>
<td>3</td>
</tr>
<tr>
<td>MKT 314</td>
<td>3</td>
</tr>
</tbody>
</table>
and 7 units from the following:
<table>
<thead>
<tr>
<th>Courses Required</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 105 or 330; CISA 320, 330 or CISC 305; MGMT 300, 308, 360, 362, or 372; MKT 120; SPEECH 301 or 321</td>
<td>7</td>
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</table>

Basic Marketing

Requirements for Certificate: 24 units

<table>
<thead>
<tr>
<th>Courses Required</th>
<th>Units</th>
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</thead>
<tbody>
<tr>
<td>BUS 224</td>
<td>1</td>
</tr>
<tr>
<td>BUS 300</td>
<td>3</td>
</tr>
<tr>
<td>BUS 330</td>
<td>3</td>
</tr>
<tr>
<td>CISA 305</td>
<td>2</td>
</tr>
<tr>
<td>MGMT 304</td>
<td>3</td>
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<tr>
<td>MKT 300</td>
<td>3</td>
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<tr>
<td>MKT 310</td>
<td>3</td>
</tr>
<tr>
<td>MKT 312</td>
<td>3</td>
</tr>
<tr>
<td>MKT 314</td>
<td>3</td>
</tr>
</tbody>
</table>

Basic Retailing

Requirements for Certificate: 24 units

<table>
<thead>
<tr>
<th>Courses Required</th>
<th>Units</th>
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</thead>
<tbody>
<tr>
<td>BUS 100</td>
<td>3</td>
</tr>
<tr>
<td>BUS 105</td>
<td>3</td>
</tr>
<tr>
<td>BUS 216</td>
<td>1</td>
</tr>
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<td>BUS 218</td>
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<tr>
<td>BUS 224</td>
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<td>BUS 228</td>
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<td>BUS 300</td>
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<tr>
<td>CISA 305</td>
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<td>MGMT 304</td>
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<tr>
<td>MKT 300</td>
<td>3</td>
</tr>
<tr>
<td>MKT 312</td>
<td>3</td>
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</table>

Retail Management

Requirements for Certificate: 31-32 units

<table>
<thead>
<tr>
<th>Courses Required</th>
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<tbody>
<tr>
<td>ACCT 101 or 301</td>
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<tr>
<td>BUS 100 or 310</td>
<td>3</td>
</tr>
<tr>
<td>BUS 105</td>
<td>3</td>
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<tr>
<td>CISA 305 and 315</td>
<td>4</td>
</tr>
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<td>MGMT 304</td>
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<tr>
<td>MGMT 308</td>
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<tr>
<td>MGMT 372</td>
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<td>MKT 300</td>
<td>3</td>
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<tr>
<td>MKT 312</td>
<td>3</td>
</tr>
<tr>
<td>SPEECH 301 or 321</td>
<td>3</td>
</tr>
</tbody>
</table>

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.
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
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
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 298  Work Experience 1-4 Units
Formerly: MKT 98
Prerequisite: None
Hours: 18-72 hours LEC

MKT 300  Principles of Marketing 3 Units
Formerly: MKT 20
Prerequisite: None
Advisory: ENGWR 102 or ENGWR 103 and ENGRD 116, or ESLR 310 and ESLW 310 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, or 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**  
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**  
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 )  
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.