

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

Area: Business  
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Certificate: Retail Management (WAFC)

## 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.

Requirements for Degree Major	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 Modern Management (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
<i>And a minimum of 7 units from the following:</i>	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.

### Career Opportunities

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

## Requirements for Degree Major 39-40 units

ACCT 101 Fundamentals of College Accounting (3)	3 - 4
or ACCT 301 Financial Accounting (4)	
ARTNM 324 Digital Design	3
ARTNM 350 Fundamentals of Graphic Design	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
<i>And a minimum of 3 units from the following:</i>	3
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.

### Career Opportunities

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

## Requirements for Degree Major 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)	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

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MKT 310	Selling Professionally	3
MKT 312	Retailing	3
MKT 314	Advertising	3
<i>And a minimum of 7 units from the following:</i>		
BUS 330	Managing Diversity in the Workplace (3)	7
or BUS 105	Business Mathematics (3)	
or BUS 224	Customer Service (1)	
or BUS 214	Financing a Small Business (1)	
or BUS 150	Retail/Wholesale Operations Management (3)	
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).

### Career Opportunities

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

Requirements for Certificate		31-32 units
ACCT 101	Fundamentals of College Accounting (3)	3 - 4
or ACCT 301	Financial Accounting (4)	
BUS 100	English for the Professional (3)	3
or BUS 310	Business Communications (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 Public Speaking (3)	3
or SPEECH 321	Interpersonal Communication (3)	

## MKT 132 Basics of Exporting 1.5 Units

*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

*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 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

*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

*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

*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

*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.