

# Marketing

## Business & Family Science

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### DEGREE

A.A. — Marketing

#### See also:

Professional Applications of Geographic Information Systems (GIS) (Marketing emphasis - page 192)

Small Business Management / Entrepreneurship (Business, page 103)

#### Program Description

Marketing is a dynamic area of study that provides immediate job and career opportunities after one course or the completion of a degree. The skills learned are easily converted into well-paying careers by many students. There is no limit to your success when these areas of study are utilized successfully. The skills learned are essential for international and domestic business and for companies large and small. Please refer to the Business section for additional marketing courses.

A rewarding future awaits those who are motivated and enjoy working in one of the following marketing areas:

#### Career Opportunities

Buyer	Account Executive
Entrepreneur	Investment Counselor
Marketing Services	Stockbroker
Purchasing Agent	Salesperson
Shipping Clerk	Marketing Manager
Export / Import	

*Some Career Opportunities may require more than two years of college study.*

#### Highlights

- Additional training in courses acceptable as electives for civil service professional occupations
- Opportunities for Work Experience in local industry and business
- Training in a career where one third of the presidents of Fortune 500 corporations have marketing backgrounds
- Coursework in international marketing
- A lab with tutorial assistance

#### NOTE TO TRANSFER STUDENTS:

If you are interested in transferring to a four-year college or university to pursue a bachelor's degree in this major, it is critical that you meet with a CRC counselor to select and plan the courses for your major. Schools vary widely in terms of the required preparation. The courses that CRC requires for an associate's degree in this major may be different from the requirements needed for the bachelor's degree.

**For information about the student learning outcomes for this program, see <http://www.crc.losrios.edu/pslo>**

### DEGREE

**A.A. — Marketing**

CODE #1177

#### REQUIRED PROGRAM.....Units

##### Business Core:

ACCT 301 Financial Accounting (4) **or**  
ACCT 101 Fundamentals of College Accounting (3)..... 3-4  
BUS 300 Introduction to Business .....3  
BUS 310 Business Communication .....3  
BUS 330 Managing Diversity in the Workplace.....3  
BUS 340 Business Law .....3  
BUSTEC 302 Computer Keyboarding.....2  
CISC 310 Intro to Computer Information Science (3) **or**  
**Four (4) units to include:** ..... 3-4  
CISC 302/JOUR 330 Computer Familiariz. (2) **and**  
**Any two (2) additional units selected from:**  
CISA 305, 315, 320, 330, 340, 350;  
CISC 320, 355  
ECON 302 Principles of Macroeconomics **or**  
BUS 320 /ECON 320 Concepts of Personal Finance .....3  
MGMT 362 Techniques of Management.....3

##### Marketing Option:

MKT 300 Principles of Marketing .....3  
MKT 310 Selling Professionally **or**  
MKT 330 Internet Marketing.....3  
MKT 312 Retailing (3) **or**  
BUS 350 Small Business Mgmt/Entrepreneurship (3) **or**

##### Three (3) units selected from:

BUS 210, 212, 214, 216, 218, 220, 222, 224 .....3  
MKT 314 /RTVF 376.....3

##### Three (3) units selected from:

BUS 498; HCD 130, 132, 310, 320, 333, 334, 340, 344, 362  
**TOTAL UNITS REQUIRED ..... 41-43**

##### Suggested Electives:

CISA 330, 340  
MKT 120, 122  
MGMT 240, 242, 244, 246, 248, 250, 252, 254, 256, 258,  
260, 262, 264, 266, 268, 270, 272, 274  
RE 300

**G.E. Graduation Requirements for this degree - see pages 20-21**

## MARKETING (MKT)

### MKT 120

#### Survey of International Business

3 Units

*Prerequisite: None*

*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, and the operation of multi-national corporations.

### MKT 122

#### International Marketing

3 Units

*Prerequisite: None*

*Hours: 54 hours LEC*

This course presents the problems of marketing in the international marketplace and how marketers approach and solve them. The course focuses on concepts and principles by teaching the theory and practice of international marketing through the use of practical examples and actual case studies of international, both United States and foreign, marketing organizations. Studies include: international marketing position of the United States, market entry strategies, analysis of foreign markets, culture and marketing, product design, pricing, distribution, promotion and sales.

### MKT 132

#### Basics of Exporting

1.5 Units

*Prerequisite: None*

*Hours: 27 hours LEC*

This course covers the different aspects of exporting and affords the student a working knowledge of the various terms and techniques essential to exporting. Studies include marketing, organization, regulation, terms of access, documentation, shipment and financing involved with international movement of merchandise, trade patterns by countries and commodities.

### MKT 134

#### Basics of Importing

1.5 Units

*Prerequisite: None*

*Hours: 27 hours LEC*

This course is an overview of the steps involved in importing a product or service from beginning to end. Course includes an introduction to the United States Customs Service, what customs brokers do, duty rate structure and determination, basic laws affecting imports, currency exchange and letters of credit. Practical advice about storage and transportation of shipments after they have cleared customs will also be shared.

### MKT 295

#### Independent Studies in Marketing

1-3 Units

*Prerequisite: None*

*Hours: 18 hours LEC ; 54 hours LAB*

### MKT 299

#### Experimental Offering in Marketing

.5-4 Units

*Prerequisite: None*

*Hours: 18 hours LEC ; 54 hours LAB*

### MKT 300

#### Principles of Marketing

3 Units

*Prerequisite: None*

*Course Transferable to CSU*

*Hours: 54 hours LEC*

This course is a general overview of marketing principles. The course covers the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals. Elements of the marketing environment such as government regulation, environmental protection, competition, and consumer behavior will be analyzed.

### MKT 310

#### Selling Professionally

3 Units

*Prerequisite: None*

*Course Transferable to CSU*

*Hours: 54 hours LEC*

This course shows the importance of good selling techniques and the personal qualifications required for effective selling. It emphasizes the development of a business personality and its application to the approach direction, and closing of a sale. It also examines various kinds of selling experience: direct, industrial, wholesale and retail. This course is recommended for men and women preparing for various technical fields as well as all business majors.

### MKT 312

#### Retailing

3 Units

*Prerequisite: None*

*Course Transferable to CSU*

*Hours: 54 hours LEC*

Retailing is a business that provides goods and services to customers for their personal use. This course will study modern retail operations with emphasis on consumer behavior, store location and layout, sourcing of goods, pricing, organization, promotion, management and other pertinent factors of retail operations.

### MKT 314

#### Advertising

3 Units

*Same As: RTVF 376*

*Prerequisite: None*

*Course Transferable to CSU*

*Hours: 54 hours LEC*

This course is an introduction to the field of advertising, its history, purpose, institutions, and functions. Studies are made of the various media used in general advertising, as well as the effective use of these media. Students will produce ads and advertising campaigns. This course is the same as RTVF 376, and only one may be taken for credit. See "Cross-Listed Courses" in the catalog.

### MKT 330

#### Internet Marketing

3 Units

*Prerequisite: None*

*Course Transferable to CSU*

*Hours: 54 hours LEC*

This course is designed to provide both the novice and skilled business person with a working knowledge of how to use Internet marketing. We will teach students to interact with specialists to devise strategies that build customer relations through technological strategies. These specialists may include network specialists, systems analysts, graphic designers, or web masters. Students will have a good understanding of how this technology can be used to help his/her business be more successful.

**MKT 495****Independent Studies in Marketing****1-3 Units***Prerequisite: None**Course Transferable to CSU**Hours: 18 hours LEC ; 54 hours LAB***MKT 498****Work Experience in Marketing****1-4 Units***Prerequisite: None**Course Transferable to CSU**Hours: 300 hours LAB*

This course provides students with opportunities to develop marketable skills in preparation for employment or advancement within their current job. Course content will include understanding the application of education to the workforce; completion of required forms, which document the student's progress and hours spent at the work site; and developing workplace skills and competencies. During the course of the semester, the student is required to fulfill an 18 hour orientation and 75 hours of related paid work experience, or 60 hours of unpaid work experience for one unit. An additional 75 or 60 hours of related work experience is required for each additional unit. The course may be taken again when there is new or expanded learning on the job for a maximum of 16 units.

**MKT 499****Experimental Offering in Marketing****.5-4 Units***Prerequisite: None**Course Transferable to CSU**Hours: 18 hours LEC ; 54 hours LAB*