

BUSINESS: MARKETING

BEFORE ENROLLING IN DEGREE APPLICABLE COURSES, IT IS RECOMMENDED THAT YOU COMPLETE ENGL 001A AND READ 053.

BUSINESS: MARKETING (MKT)

DIVISION: Business and Technology
DEPARTMENT: Marketing
DEAN: Mina Jahan
DIVISION CHAIR: Curtis Pembrook
DEPT CHAIR: Jim Van Tassel
PHONE: 408-855-5344
COUNSELING: 408-855-5030

Students who enter the Marketing Program enjoy the creative atmosphere that surrounds the marketer. There are approximately 22,000 different occupations in Marketing and 1/3 of all potential workers eventually are employed in marketing and distribution.

Students have a number of career options and may wish to obtain their (A.S.) Associate of Science degree or simply upgrade their skills quickly by entering our Marketing Level I and Level II Certificate Programs. No matter what marketing occupational choice you select, marketing will prepare you to handle the customers needs and wants now and into the future.

Upon successful completion of the Marketing program, students will be able to:

- Analyze and evaluate marketing strategies
- Choose a marketing career path
- Be prepared for a variety of first-entry marketing positions.

Level entry marketing and sales representatives are needed in Electronics, Manufacturing, Retail, and in Service Industry as a whole. Those with the highest communication, psychology, and marketing skills will be better equipped to take on the challenge that awaits them. Annual entry level salaries range from \$36,000 to \$86,000. Some career options include:

- New product & service development
- Marketing promotion & graphic design
- Sales & service representatives
- Distribution and logistics specialists
- Marketing research and marketing information systems

Some career options require more than two years of college study.

Marketing - A.S. Degree

The Marketing Program is designed to provide a realistic learning experience in acquiring the knowledge and skills necessary for a successful career in Marketing. Many of the skills taught in the program can also be used to improve one's promotability and can be used to enhance current job performance.

Core Curriculum Course (Required)	Units
MKT 040.....Sales Principles I	3.0
MKT 042.....Sales Principles II	3.0
MKT 056A.....Marketing Principles	3.0
MKT 056B.....Marketing Strategies.....	3.0
MKT 060.....International Marketing.....	3.0
MKT 081A.....Advertising Principles.....	3.0
BUS 028A.....Business Law	3.0
Plus 1 of the following Courses	
MKT 057.....Retailing Principles	3.0
MKT 058.....Marketing Research	3.0
MKT 062.....Global Export & Import.....	3.0
ACCTG 001A.....Principles of Accounting	4.0
BUS 021.....Introduction Businesses Computing.....	3.0
BUS 021L.....Introduction Businesses Computing Lab	1.0
Plus 2 of the following Courses	
ACCTG 001B.....Principles of Accounting	4.0
ACCTG 060.....Computerized Accounting: QuickBooks/IBM.....	3.0
ACCTG 065.....Computerized Accounting: Peachtree/IBM.....	3.0
BUS 051.....Introductions to American Business	3.0
BUS 064.....Business Math Using Calculators	4.0
Bus 078.....Business Communications	3.0
BUS 079.....Human Relations Applied in Business.....	3.0
MGMT 103.....Functions of Management I	3.0
Total Program A.S. Requirement.....	37.0-39.0

Global Marketing, Management and Business – A.S. Degree

This new program is both challenging and exciting, offering an endless chain of new experiences and opportunities. The program has a romantic sound that is irresistible to many of us—rather like an adult career dream. For many thousands, it has proven to be an achievable dream either as an exciting career or as a relatively easy route for starting their own business.

The Global Marketing, Management and Business Program, provides the "know-how" that is necessary right from the start; all options are explored and developed for the successful global business venture. Do not hesitate, get started today.

Core Curriculum Course (Required)	Units
BUS 010.....Global Business.....	3.0
BUS 028A.....Business Law	3.0
GEOG 002.....Cultural Geography	3.0
MGMT 116.....Global Management.....	3.0
MKT 060.....International Marketing.....	3.0
MKT 062.....Global Exporting and Importing.....	3.0
MKT 066.....Global Finance Strategies.....	3.0
GLOBL/SOCSC1 Global Systems	3.0
GLOBL/SOC SC 2 Global issues.....	3.0

OR

Foreign Language 5.0-6.0

Plus one of the following:

MGMT 115.....Global Manufacturing Management	3.0
MKT 068.....Global Distributors and Agents.....	3.0
MKT 070.....Global Marketing Research	3.0
MKT 072.....Marketing Ethics	3.0
MKT 074.....Global Purchasing	3.0
MKT 082.....Global Advertising	3.0
MKT 084.....Marketing Using the Internet	3.0
Total Program A.A Requirements	33.0-35.0

Marketing Essentials Certificate of Proficiency

Mission College offers a 16-unit Marketing Essentials Certificate to students who successfully complete 16 or more units of course work as outlined below. This certificate prepares students with the necessary skills required to conduct essential marketing functions.

Core Curriculum Courses (Required):	Units
BUS 078B.....Business Communications	3.0
MKT 056A.....Marketing Principles	3.0
MKT 056B.....Marketing Strategies.....	3.0
MKT 060.....International Marketing	3.0
MKT 084.....Internet Marketing	3.0
Complete 1 unit from the following:	
BUS 077A.....Maximizing Sales With Salesforce.com	1.0
MKT 035.....Developing Customer Surveys	0.5
MKT 036.....The Marketing Plan	0.5
MKT 037.....Professional Event Planning	0.5
MKT 059A.....Public Relations Basics	0.5
MKT 059B.....Media Training	0.5
MKT 062.....Global Exporting and Importing	1.0
MKT 070A.....Keys to Successful Product Launch	0.5
MKT 072.....Social Media Marketing	1.0
MKT 072A.....Blogging for Business	0.5
MKT 072B.....Webcast Marketing	0.5
MKT 081B.....Getting Your First Customer	0.5
MKT 081D.....Developing an Ad Campaign	0.5
MKT 081C.....Developing Sales Lead Programs	0.5
MKT 084A.....Search Engine Marketing	1.0
MKT 084B.....E-Mail Marketing	0.5
MKT 088.....How to Sell Products Internationally	0.5
Total Units	16.0

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Marketing Professional Certificate of Proficiency

Mission College offers a 16-unit Marketing Professional Certificate to students who successfully complete 16 or more units of course work as outlined below. This certificate further develops a student's marketing skills after completion of the Marketing Essentials Certificate.

Core Curriculum Courses (Required):	Units
WRKEX 303Work Experience Occupational	3.0
Complete a minimum of 13 units from the following courses:	
	Units
BUS 055Business Strategy for Success	3.0
MKT 040Professional Selling	3.0
MKT 057Retailing Principles	3.0
MKT 058Marketing Research	3.0
MKT 059Effective Public Relations	3.0
MKT 066Business-to-Business Marketing	3.0
MKT 068Marketing Channels	3.0
MKT 070Product Management Essentials	3.0
MKT 074Purchasing & Supply Chain Management	3.0
MKT 081Direct Marketing	3.0
MKT 081AAdvertising Principles	3.0
MKT 082Consumer Behavior	3.0
BUS 078EPersuasive Business Writing	1.0
BUS 078HWriting Effective E-mail for Business	1.0
Total Units	16.0

Marketing Communications Specialist

Certificate of Proficiency

Mission College offers a 16-unit Marketing Communications Specialist Certificate to students who successfully complete 16 or more units of course work as outlined below. This certificate prepares students with the necessary skills required to conduct marketing communications.

Core Curriculum Courses (Required)	Units
BUS 037Fundamentals of Project Management	3.0
.....or	
MGMT 037Fundamentals of Project Management	3.0
BUS 078BBusiness Communications	3.0
MKT 056AMarketing Principles	3.0
MKT 204Marketing Communications Internship	1.0 - 3.0
Choose a minimum of 3 units from the following:	
	Units
MKT 059Effective Public Relations	3.0
MKT 070Product Management Essentials	3.0
MKT 081Direct Marketing	3.0
MKT 081AAdvertising Principles	3.0
MKT 084Internet Marketing	3.0
BUS 083ABusiness Presentations Using Powerpoint	3.0
Choose a minimum of 3 units from the following:	
	Units
BUS 077AMaximizing Sales With Salesforce.com	1.0
BUS 078EPersuasive Business Writing	1.0
BUS 078HWriting Effective E-mail for Business	1.0
MKT 036The Marketing Plan	0.5
MKT 037Professional Event Planning	0.5
MKT 038Copywriting Techniques	1.0
MKT 059APublic Relations Basics	0.5
MKT 059BMedia Training	0.5
MKT 070AKeys to Successful Product Launch	0.5
MKT 072Social Media Marketing	1.0
MKT 072ABlogging for Business	0.5
MKT 072BWebcast Marketing	0.5
MKT 081CDeveloping Sales Lead Programs	0.5
MKT 081DDeveloping an Ad Campaign	0.5
MKT 084ASearch Engine Marketing	1.0
MKT 084BE-Mail Marketing	0.5
Total Units	16.0

Customer Service - Certificate of Achievement

Mission College offers a 16-unit Customer Service Certificate to students who successfully complete 16 or more units of course work as outlined below. This certificate prepares students with the necessary skills required to provide excellent customer service.

Required course curriculum:	Units
BUS 077Quality Customer Service	3.0
MKT 056AMarketing Principles	3.0
MKT 082Consumer Behavior	3.0
Choose a minimum of 7 units from the following:	
	Units
COMM 012Introduction to Intercultural	3.0
BUS 077AMaximizing Sales With Salesforce.com.....	1.0
BUS 077BCustomer Service Phone Skills	0.5
BUS 077C50 Ways to Improve Customer Service	0.5
BUS 078BBusiness Communications	3.0
BUS 079Human Relations Applied in Business	3.0
MGMT 102Leadership	3.0
MKT 202Customer Service Internship	1.0 - 3.0
Total Units	16.0

Customer Service Core Skills Certificate of Proficiency

Mission College offers a 9-unit Customer Service Core Skills Certificate to students who successfully complete 9 or more units of coursework as outlined below. Earning a Customer Service Core Skills Certificate demonstrates students have completed core coursework in customer service.

Required course curriculum:	Units
BUS 077Quality Customer Service	3.0
Choose a minimum of 6 units from the following:	
	Units
BUS 077BCustomer Service Phone Skills	0.5
BUS 077C50 Ways to Improve Customer Service	0.5
BUS 078BBusiness Communications	3.0
BUS 079Human Relations Applied in Business	3.0
MKT 056AMarketing Principles	3.0
MKT 082Consumer Behavior	3.0
Total Units	9.0

Purchasing Certificate of Achievement

Mission College offers a 16-unit Purchasing Certificate to students who successfully complete 16 or more units of course work as outlined below. This certificate prepares students with the necessary skills required to work in the purchasing function.

Core Curriculum Courses:	
Required:	Units
BUS 064BBusiness Math	4.0
MGMT 010Negotiation Skills	0.5
MKT 074Purchasing	3.0
.....or	
BUS 074Purchasing	3.0
BUS 203Purchasing Internship	1.0 - 3.0
.....or	
MKT 203Purchasing Internship	1.0 - 3.0
Choose a minimum of 7.5 units from the following:	
	Units
ACCTG 001APrinciples of Accounting	4.0
BUS 037Fundamentals of Project Management	3.0
BUS 028ABusiness Law I	3.0
BUS 078BBusiness Communications	3.0
BUS 082ABusiness Spreadsheets Using Excel	3.0
MGMT 021Project Management	0.5
MGMT 031Contract Management	0.5
MGMT 111Problem Solving for Managers	3.0
MGMT 115Operations Management	3.0
MKT 056AMarketing Principles	3.0
Total Units	16.0 - 18.0

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Sales Certificate of Achievement

Mission College offers a 16-unit Sales Certificate to students who successfully complete 16 or more units of course work as outlined below. This certificate prepares students with the necessary skills required to sell.

Core Curriculum Courses:	Units
MGMT 010Negotiation Skills	0.5
MKT 040Professional Selling	3.0
MKT 201Sales Internship	3.0
Choose a minimum of 9.5 units from the following:	Units
BUS 028ABusiness Law I	3.0
BUS 077Quality Customer Service	3.0
BUS 077AMaximizing Sales With Salesforce.com	1.0
BUS 078EPersuasive Business Writing	1.0
BUS 079Human Relations Applied in Business	3.0
COMM 001Public Speaking	3.0
MGMT 019Dealing With Difficult People	0.5
MKT 034Networking for Success	0.5
MKT 042Salesforce Management	3.0
MKT 081BGetting Your First Customer	0.5
MKT 081CDeveloping Sales Lead Programs	0.5
Total Units	16.0

BUSINESS: MARKETING (MKT)

030 • DEVELOPING NEW PRODUCTS **0.5 unit**

Total Lecture 9 hours

This course outlines how to determine product strategies based on market needs. Students become involved in such matters as number and diversity of products, product innovations, product scope, and product design. Different dimensions of product strategies are examined for their essence, their significance, their limitations, if any, and their contributions to objectives and goals. Each strategy is exemplified with illustrations from marketing literature. *This course may be offered via distance learning. Pass/No Pass Option.*

031 • HOW TO PRICE PRODUCTS **0.5 unit**

Total Lecture 9 hours

This course outlines strategies for how to price a product or service. Each strategy is examined for its underlying assumptions and relevance in specific situations. The application of different strategies is illustrated with the help of examples from pricing literature. *This course may be offered via distance learning. Pass/No Pass Option.*

032 • HOW TO DISTRIBUTE PRODUCTS **0.5 unit**

Total Lecture 9 hours

This course outlines strategies for how to distribute products and services. Channels are organized structures of buyers and sellers that bridge the gap of time and space between the manufacturer and the customer. Other strategy-related matters discussed in this course include scope of distribution, use of multiple channels to serve different segments, modification of channels to accommodate environmental shifts, resolution of conflict among channels, and use of vertical systems to institute control over channels. *This course may also be offered via distance learning. Pass/No Pass Option.*

033 • HOW TO PROMOTE PRODUCTS **0.5 unit**

Total Lecture 9 hours

This course outlines strategies for promoting products and services. These strategies may be designed around advertising, personal selling, sales promotion, direct marketing, or any combination of these. Each strategy is illustrated with real world examples. *This course may be offered via distance learning. Pass/No Pass Option.*

034 • NETWORKING FOR SUCCESS **0.5 unit**

Total Lecture 9 hours

This course acquaints students with the basics of networking. Students will learn what networking is and why it is important to career and personal growth. Topics covered include creating a plan for networking, exploring fundamentals of successful networking, and discovering networking tools and strategies. *This course may be offered via distance learning. Pass/No Pass Option.*

035 • DEVELOPING CUSTOMER SURVEYS **0.5 unit**

Total Lecture 9 hours

This course provides an overview of the marketing research function with an emphasis on customer surveys. Marketing research is concerned with providing information to those decision makers responsible for the efficient and effective operation of the company's marketing activities. The primary focus of this type of research is on the users and potential users of the company's products and the factors that influence their decision to purchase. These factors have an influence on product, price, promotion, and distribution decisions. *This course may be offered via distance learning. Pass/No Pass Option.*

036 • THE MARKETING PLAN **0.5 unit**

Total Lecture 9 hours

This course allows students to learn the elements of a marketing plan, how to write a good marketing plan and methods for implementing and evaluating the marketing plan. *This course may be offered via distance learning. Pass/No Pass Option.*

037 • PROFESSIONAL EVENT PLANNING **0.5 unit**

Total Lecture 9 hours

This course will provide basic skills for being a professional event planner. *This course may be offered via distance learning. Pass/No Pass Option.*

038 • COPYWRITING TECHNIQUES **1.0 unit**

Total Lecture 18 hours

This course provides an overview of copywriting techniques used in marketing programs. Students learn the basic rules for writing effective copy. *This course may be offered via distance learning. Pass/No Pass Option.*

040 • PROFESSIONAL SELLING **3.0 units**

Total Lecture 54 hours

Advisory: MKT056A

Acceptable for credit: California State University

This course presents the principles and practices of professional selling and covers the following topics: the personal qualifications of the salesperson; evaluating the needs of the prospective buyer; locating prospects; securing interviews; types of selling; analyzing the customer; motivation of buyer; sales demonstration and handling of objections; and closing the sale. Emphasis is placed on information, skills, and attitudes. *This course may also be offered via distance learning. Pass/No Pass Option.*

040A • FUNDAMENTALS OF SELLING **0.5 units**

Total Lecture 9 hours

This course takes students step-by-step through the entire sales process and provides students with basic sales skills. *This course may be offered via distance learning. Pass/No Pass Option.*

040B • PROSPECTING STRATEGIES **0.5 units**

Total Lecture 9 hours

This course provides students with tools and techniques to build a qualified sales pipeline that will grow business and increase sales. Students practice prospecting skills through role-plays and through applying new insights to determine what has value to the customer. *This course may be offered via distance learning. Pass/No Pass Option.*

042 • SALESFORCE MANAGEMENT **3.0 units**

Total Lecture 54 hours

Advisory: MKT056A

Acceptable for credit: California State University

This is a course for the student who has had some sales experience and is considering entering the field of sales management. Topics to be covered in this course include organizing the sales force, developing high sales morale within the work force, developing bonus and salary plans, and handling specific case type problems in sales. *Grade/Pass/No Pass*

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056A • MARKETING PRINCIPLES**3.0 units***Total Lecture 54 hours**Acceptable for credit: California State University*

This course covers the areas and various activities involved in the transfer of goods from producer to ultimate customer. The Four Ps - Product, Price, Promotion and Place are covered, as are the Three Cs - Customers, Competitors and Cost. Discussion of marketing concepts and international marketing are incorporated. *This course may also be offered via distance learning. Pass/No Pass Option.*

056B • MARKETING STRATEGIES**3.0 units***Total Lecture 54 hours**Advisory: Eligibility for ENGL 001A and READ 053**Acceptable for credit: California State University*

This course is designed to aid the student in the integration of marketing knowledge previously acquired in MKT 056A, Marketing Principles. The course covers marketing strategies dealing with the marketing mix: product, price, promotion and distribution. Emphasis is placed on solving practical marketing problems. Marketing exercises, reading and case studies will actively involve students with the newest marketing concepts and practices. *This course may also be offered via distance learning. Pass/No Pass Option.*

057 • RETAILING PRINCIPLES**3.0 units***Total Lecture 54 hours**Advisory: MKT056A**Acceptable for credit: California State University*

This course involves the study of all activities required to sell consumer goods and services to ultimate consumers or customers. Opportunities in retailing are studied including store location and layout, store organization, pricing and buying, receiving, retail control, sales promotion and customer service. *This course may also be offered via distance learning. Pass/No Pass Option.*

058 • MARKETING RESEARCH**3.0 units***Total Lecture 54 hours**Advisory: MKT056A**Acceptable for credit: California State University*

This course provides an overview of marketing research including survey design, methods of collecting data, and sampling methods. Applications of marketing research in the measurement of potential markets, consumer motivation, advertising, and sales control are also reviewed. *This course may also be offered via distance learning. Pass/No Pass Option.*

059 • EFFECTIVE PUBLIC RELATIONS**3.0 units***Total Lecture 54 hours**Acceptable for credit: California State University*

This course provides an introduction to the basic principles, components and techniques of effective public relations. Topics include media, employee, consumer, community and government relations as well as crisis management. Students will also gain an in-depth understanding of how the Internet is changing communications worldwide. *This course may also be offered via distance learning. Pass/No Pass Option.*

059A • PUBLIC RELATIONS BASICS**0.5 unit***Total Lecture 9 hours*

This course provides an overview of public relations including a step by step approach to developing a PR campaign. *This course may be offered via distance learning. Pass/No Pass Option.*

059B • MEDIA TRAINING**0.5 unit***Total Lecture 9 hours*

This course allows students to develop skills in working with the media including practical tips on how to maximize every media interview. *Pass/No Pass Option.*

060 • INTERNATIONAL MARKETING**3.0 units***Total Lecture 54 hours**Advisory: MKT056A**Acceptable for credit: California State University*

This course focuses on marketing management techniques, and strategies necessary to incorporate the marketing concept when doing business in international markets. The challenges of competing in markets of different cultures and political environments are also reviewed. *This course may also be offered via distance learning. Pass/No Pass Option.*

062 • GLOBAL EXPORTING AND IMPORTING**1.0 unit***Total Lecture 18 hours**Acceptable for credit: California State University*

This course provides the student with an opportunity to examine the techniques of export/import. Students become familiar with terminology, payment requirements, custom regulations, insurance, warehousing, offshore manufacturing, and documentation with the U.S. Department of Commerce. This course may also be offered via distance learning. *Pass/No Pass Option.*

066 • BUSINESS-TO-BUSINESS MARKETING**3.0 units***Total Lecture 54 hours**Advisory: MKT056A**Acceptable for credit: California State University*

This course provides an overview of business-to-business marketing _ the marketing of goods, services and ideas to businesses. The course will emphasize strategy development and management decision making in marketing to businesses as well as the unique aspects of marketing to organizational buyers. This course may also be offered via distance learning. *Pass/No Pass Option.*

068 • MARKETING CHANNELS**3.0 units***Total Lecture 54 hours**Advisory: MKT056A**Acceptable for credit: California State University*

This course provides an overview of the structure and behavior of marketing channels. There is a strong emphasis on understanding marketing institutions and agencies and on dissecting behavioral aspects of channel relations _ roles of members, use of power, and resolution of conflicts. This course may also be offered via distance learning. *Pass/No Pass Option.*

070 • PRODUCT MANAGEMENT ESSENTIALS**3.0 units***Total Lecture 54 hours**Advisory: MKT056A**Acceptable for credit: California State University*

This course provides an in-depth understanding of the requirements, issues, and tools involved in marketing products and services. Topics include new product development, branding, packaging, product line extensions, and strategic change over the product life cycle. This course may also be offered via distance learning. *Pass/No Pass Option.*

070A • KEYS TO SUCCESSFUL PRODUCT LAUNCH**0.5 units***Total Lecture 9 hours*

This course outlines how to launch a product or service successfully. *This course may be offered via distance learning. Pass/No Pass Option.*

072 • SOCIAL MEDIA MARKETING**1.0 units***Total Lecture 18 hours**Advisory: Eligibility for ENGL 001A and READ 053**Acceptable for credit: California State University*

This course examines the latest trends in social media marketing and how marketers can leverage social media networks and web applications to meet marketing goals. Social media includes websites where news, photos, videos, and podcasts are hosted via websites through user submission. Social media marketing may also include online reputation management. *This course may also be offered via distance learning. Pass/No Pass Option.*

072A • BLOGGING FOR BUSINESS**0.5 units***Total Lecture 9 hours**Advisory: Eligibility for ENGL 001A and READ 053*

This course explores the application of blogging for business. *This course may be offered via distance learning. Pass/No Pass Option.*

072B • WEBCAST MARKETING**0.5 units***Total Lecture 9 hours**Advisory: Eligibility for ENGL 001A and READ 053*

This course provides students with an overview of webcast and podcast marketing including the latest tips and techniques. A podcast is like a radio program except people can download a podcast to a portable media player (such as an iPod or other mp3 player) and listen to it at their convenience. This course may be offered via distance learning. *Pass/No Pass Option.*

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074 • PURCHASING & SUPPLY CHAIN MANAGEMENT 3.0 units

Total Lecture 54 hours

Advisory: MKT056A, Eligibility for ENGL 001A and READ 053

This course is an introduction to the basic principles of purchasing and supply chain management with emphasis on understanding the purchasing and supply processes organizational concepts, policy, relationships, and tools and techniques including cost/price analysis and value analysis, in a global environment. This course is a cross listing of BUS074 and MGMT074. This course may also be offered via distance learning. *Pass/No Pass Option.*

081 • DIRECT MARKETING 3.0 units

Total Lecture 54 hours

Advisory: MKT056A

Acceptable for credit: California State University

This course is an introduction to the basic principles and techniques of direct marketing and focuses on practical application of direct marketing concepts. Students will discover how to plan, execute and evaluate a direct-marketing campaign. Each of the direct-marketing media such as direct mail, e-mail, online and print will be discussed. This course may also be offered via distance learning. *Pass/No Pass Option.*

081A • ADVERTISING PRINCIPLES 3.0 units

Total Lecture 54 hours

Advisory: MKT056A

Acceptable for credit: California State University

This course is an introduction to the basic principles and techniques of advertising as applied to business and to media. Advertising with campaigns and the testing of advertising effectiveness will be studied. *Pass/No Pass Option.*

081B • GETTING YOUR FIRST CUSTOMER 0.5 units

Total Lecture 9 hours

Advisory: Eligibility for ENGL 001A and READ 053

This course outlines strategies and techniques for getting your first customer. *This course may be offered via distance learning. Pass/No Pass Option.*

081C • DEVELOPING SALES LEAD PROGRAMS 0.5 units

Total Lecture 9 hours

Advisory: Eligibility for ENGL 001A and READ 053

This course outlines strategies for developing effective sales lead generation programs. *This course may be offered via distance learning. Pass/No Pass Option.*

081D • DEVELOPING AN AD CAMPAIGN 0.5 units

Total Lecture 9 hours

Advisory: Eligibility for ENGL 001A and READ 053

This course provides step-by-step instruction on how to develop an ad campaign. Real world examples are used to illustrate each step. *This course may be offered via distance learning. Pass/No Pass Option.*

082 • CONSUMER BEHAVIOR 3.0 units

Total Lecture 54 hours

Advisory: MKT056A

Acceptable for credit: California State University

This course allows students to become better at understanding, predicting and influencing consumer behavior. Emphasis is placed on the economic, psychological and sociocultural factors that affect consumer behavior and the consumer decision process. An analysis of the prevailing consumer behavior theories in the marketplace is also presented. This course may also be offered via distance learning. *Pass/No Pass Option.*

084 • INTERNET MARKETING 3.0 units

Total Lecture 54 hours

Advisory: MKT 056A, Eligibility for ENGL 001A and READ 053

Acceptable for credit: California State University

This course introduces students to Internet marketing techniques and examines how advanced technologies affect marketing functions. Consideration is given to the development of an organization's marketing strategies in this dynamic environment. This course may be offered via distance learning. *Pass/No Pass Option.*

084A • SEARCH ENGINE MARKETING 1.0 unit

Total Lecture 18 hours

This course provides an overview of search engine marketing including both advertising and optimization strategies. *This course may be offered via distance learning. Pass/No Pass Option.*

084B • E-MAIL MARKETING 0.5 unit

Total Lecture 9 hours

This course provides an overview of e-mail marketing including how to design an e-mail campaign and evaluate its effectiveness. *This course may be offered via distance learning. Pass/No Pass Option.*

088 • HOW TO SELL PRODUCTS INTERNATIONALLY 0.5 units

Total Lecture 9 hours

Acceptable for credit: California State University

This course provides an overview of how to sell products or services internationally. Specific topics covered include how to find the information needed, build a team of experts, establish a sales and distribution system, move products and services, and take care of the legal requirements. *This course may be offered via distance learning. Pass/No Pass Option.*

201 • SALES INTERNSHIP 1.0-3.0 units

Total Lecture 18 - 54 hours

This course is intended for students who will complete a certificate in Sales. In this class, the student is introduced to the workplace, the workload and environment of sales. The student will be able to use information provided from other class work and develop a foundation for future employment. *Pass/No Pass Option.*

202 • CUSTOMER SERVICE INTERNSHIP 1.0-3.0 units

Total Lecture 18 - 54 hours

This course is intended for students who will complete a certificate in Customer Service. In this class, the student is introduced to the workplace, the workload and environment of customer service. The student will be able to use information provided from other class work and develop a foundation for future employment. *Pass/No Pass Option.*

203 • PURCHASING INTERNSHIP 1.0-3.0 units

Total Lecture 18 - 54 hours

This course is intended for students who will complete a certificate in Purchasing. In this class, the student is introduced to the workplace, the workload and environment of purchasing. The student will be able to use information provided from other class work and develop a foundation for future employment. *Pass/No Pass Option.*

204 • MARKETING COMMUNICATIONS INTERNSHIP 1.0-3.0 units

Total Arranged Lab 18 - 54 hours

This course is intended for students who will complete a Marketing Communications Specialist Certificate. In this class, the student is introduced to the workplace, workload and environment of marketing communications. The student is able to use information provided from other class work and develops a foundation for future employment. *Pass/No Pass Option.*