

Area: Business & Computer Science
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Degree: A.A. - Marketing
 A.A. - Advertising & Sales Promotion
 A.A. - Retail Management
 Certificate: Marketing - Introduction
 Retail Management (WAFC)

DEGREES AND CERTIFICATES

Marketing Degree

Major Code: 011177A01

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)3 |
| BUS 110 | Business Economics (3)3 |
| or ECON 302 | Principles of Macroeconomics (3)3 |
| BUS 300 | Introduction to Business3 |
| BUS 310 | Business Communications3 |
| BUS 340 | Business Law3 |
| CISA 305 | Beginning Word Processing2 |
| MGMT 300 | Introduction to Leadership in Action (3)3 |
| or MGMT 304 | Introduction to Management Functions (3)3 |
| MKT 300 | Principles of Marketing3 |
| MKT 310 | Selling Professionally3 |
| MKT 312 | Retailing3 |
| MKT 314 | Advertising3 |
| CISA 340 | Presentation Graphics2 |

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

Major Code: 011010A01

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)

| 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 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 |
| And a minimum of 3 units from the following: | | 3 |
| BUSTEC 305 | Business Technology Essentials (1) | |
| BUSTEC 310 | Introduction to Word/Information Processing (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

Major Code: 011175A01

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.

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 |
| MKT 310 | Selling Professionally | 3 |
| MKT 312 | Retailing | 3 |
| MKT 314 | Advertising | 3 |
| And a minimum of 7 units from the following: | | 7 |
| 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.

Marketing - Introduction Certificate

Major Code: 011054C01

This certificate provides an introductory overview of the various aspects of marketing, such as advertising, sales, retailing, public relations, and customer service. It is intended to meet the needs of employed students who wish to upgrade skills as well as those students who are seeking entry-level positions.

Student Learning Outcomes

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

- describe the function of the marketing mix
- apply principles of retailing such as business location, merchandising, inventory control, store management, and vendor relationships
- incorporate advertising principles including strategies for planning, producing, and selecting the appropriate media
- integrate management principles related to finance, personnel, products, services, and information
- apply the marketing mix to various marketing information

Requirements for Certificate **12 Units**

| | | |
|------------|--------------------------|---|
| BUS 300 | Introduction to Business | 3 |
| MKT 300 | Principles of Marketing | 3 |
| MKT 310 | Selling Professionally | 3 |
| SPEECH 301 | Public Speaking | 3 |

Retail Management (WAFC) Certificate

Major Code: 011322C01

This program provides an overview of the retail industry and the business skills needed to succeed in retail store management. It provides training for those wishing to be owners, managers, and employees of retail organizations. This 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:

- become a more productive retail manager, employee, or entrepreneur.
- incorporate basic marketing skills into retail operations, such as target marketing, product development, pricing, distribution decisions, promotion strategies, and marketing research.
- evaluate and develop basic management skills involving human relations, organizational behavior, and human resources management.
- demonstrate basic computer skills in word processing, presentations, and Internet searches.
- analyze and employ various written and verbal communication techniques.
- critique and recommend various retail store layouts and designs.
- recognize and confirm the importance that retailing has upon the American society and economy.

Career Opportunities

Department manager, store director, merchandise buyer, customer service representative, or entrepreneur.

See losrios.edu/gainful-emp-info/gedt.php?major=011322C01 for Gainful Employment Disclosure.

| Requirements for Certificate | | 25 Units |
|------------------------------|--|----------|
| ACCT 301 | Financial Accounting | 4 |
| BUS 310 | Business Communications..... | 3 |
| CISA 308 | Exploring Word Processing and Presentation Software..... | 1 |
| CISA 318 | Exploring Spreadsheet Software | 1 |
| CISC 308 | Exploring Computer Environments and the Internet..... | 1 |
| 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 |

Marketing

MKT 295 Independent Studies in Marketing 1-3 Units

Prerequisite: None

Hours: 54-162 hours LAB

Independent Study is an opportunity for the student to extend classroom experience in this subject, while working independently of a formal classroom situation. Independent study is an extension of work offered in a specific class in the college catalog. To be eligible for independent study, students must have completed the basic regular catalog course at American River College. They must also discuss the study with a professor in this subject and secure approval. Only one independent study for each catalog course will be allowed.

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. It focuses on the marketing concept and customer satisfaction. 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. This course 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

This 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. This course helps develop 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 covers the advertising industry, including advertisers, agencies, media, and suppliers. Consumer behavior is also studied, to realize how advertisers attempt to understand their target audience. Advertising media are investigated in detail, including television, radio, newspapers, magazines, outdoor, Internet, social media, and direct mail. This course emphasizes group dynamics in the development of an advertising campaign. It is recommended for those interested in a career in advertising, as well as future entrepreneurs hoping to develop effective advertising for their businesses.

MKT 330 Internet Marketing

3 Units

Course Transferable to CSU

Hours: 54 hours LEC

This course introduces the use of social media and other Internet technologies, with an emphasis on the theory and practice of marketing in an electronic environment. Topics include the personalization and interactivity of the Internet to build strong customer relationships. These concepts are applied to traditional brick and mortar as well as exclusively online businesses.

MKT 495 Independent Studies in Marketing 1-3 Units

Prerequisite: None

Course Transferable to CSU

Hours: 54-162 hours LAB

Independent Study is an opportunity for the student to extend classroom experience in this subject, while working independently of a formal classroom situation. Independent study is an extension of work offered in a specific class in the college catalog. To be eligible for independent study, students must have completed the basic regular catalog course at American River College. They must also discuss the study with a professor in this subject and secure approval. Only one independent study for each catalog course will be allowed.

MKT 498 Work Experience in Marketing 1-4 Units

Advisory: Eligible for ENGRD 310 or ENGRD 312 AND ENGWR 300; OR ESLR 340 AND ESLW 340.

Enrollment Limitation: Students must be in a paid or unpaid internship, volunteer position, or job related to marketing with a cooperating site supervisor. Students are advised to consult with the Marketing Department faculty to review specific certificate and degree work experience requirements.

General Education: AA/AS Area III(b)

Course Transferable to CSU

Hours: 60-300 hours LAB

This course provides students with opportunities to develop marketable skills in preparation for employment or advancement within the field of marketing. It is designed for students interested in work experience and/or internships in transfer-level degree occupational programs. Course content includes understanding the application of education to the workforce, completion of Title 5 required forms which document the student's progress and hours spent at the work site, and developing workplace skills and competencies. During the semester, the student is required to complete 75 hours of related paid work experience, or 60 hours of related unpaid work experience for one unit. An additional 75 or 60 hours of related work experience is required for each additional unit. All students are required to attend the first class meeting, a mid-semester meeting, and a final meeting. Additionally, students who have not already successfully completed a Work Experience course will be required to attend weekly orientations while returning participants may meet individually with the instructor as needed. Students may take up to 16 units total across all Work Experience course offerings. This course may be taken up to four times when there are new or expanded learning objectives. Only one Work Experience course may be taken per semester.