




Marketing | American River College

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.

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Associate Degrees

A.A. in Advertising and Sales Promotion

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.

Degree Requirements

| COURSE CODE | COURSE TITLE | 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 |
| MKT 300 | Principles of Marketing | 3 |
| MKT 310 | Selling Professionally | 3 |
| MKT 312 | Retailing | 3 |
| MKT 314 | Advertising | 3 |
| GEOG 330 | Introduction to Geographic Information Systems | 3 |
| A minimum of 3 units from the following: | | 3 |
| CISA 331 | Intermediate Desktop Publishing (2) | |
| BUSTEC 305 | Business Technology Essentials (1) | |

| COURSE CODE | COURSE TITLE | UNITS |
|--------------|---|---------|
| BUSTEC 310 | Introduction to Word/Information Processing (3) | |
| CISA 305 | Beginning Word Processing (2) | |
| CISA 315 | Introduction to Electronic Spreadsheets (2) | |
| CISA 340 | Presentation Graphics (2) | |
| Total Units: | | 39 - 40 |

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.

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 Information

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

A.A. in Marketing

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.

Degree Requirements

| COURSE CODE | COURSE TITLE | 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 |

| COURSE CODE | COURSE TITLE | UNITS |
|--|--|---------|
| CISA 305 | Beginning Word Processing | 2 |
| MGMT 300 | Introduction to Leadership in Action (3) | 3 |
| or MGMT 304 | Principles of Management (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 |
| A minimum of 7 units from the following: | | 7 |
| BUS 320 | Concepts in Personal Finance (3) | |
| BUS 330 | Managing Diversity in the Workplace (3) | |
| CISA 320 | Introduction to Database Management (1) | |
| CISA 330 | Desktop Publishing (2) | |
| MGMT 308 | Personnel and Human Resources Management (3) | |
| MGMT 372 | Human Relations and Organizational Behavior (3) | |
| MGMT 142 | Project Management Techniques and Software (3) | |
| or CISA 160 | Project Management Techniques and Software (3) | |
| GEOG 330 | Introduction to Geographic Information Systems (3) | |
| BUS 350 | Small Business Management/Entrepreneurship (3) | |
| CISA 315 | Introduction to Electronic Spreadsheets (2) | |
| Total Units: | | 41 - 42 |

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.

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.

A.A. in Retail Management

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.

Degree Requirements

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|--|--|---------|
| 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 |
| CISA 305 | Beginning Word Processing | 2 |
| CISA 315 | Introduction to Electronic Spreadsheets | 2 |
| MGMT 304 | Principles of Management | 3 |
| MKT 300 | Principles of Marketing | 3 |
| MKT 310 | Selling Professionally | 3 |
| MKT 312 | Retailing | 3 |
| MKT 314 | Advertising | 3 |
| A minimum of 7 units from the following: | | 7 |
| BUS 350 | Small Business Management/Entrepreneurship (3) | |
| or BUS 330 | Managing Diversity in the Workplace (3) | |
| or BUS 224 | Customer Service (1) | |
| or BUS 220 | Retailing and Merchandising for the Small Business (1) | |
| or BUS 214 | Financing a Small Business (1) | |
| or BUS 210 | The Business Plan (1) | |
| or BUS 105 | Business Mathematics (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) | |
| Total Units: | | 41 - 42 |

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.

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 Information

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

Certificates of Achievement

Marketing - Introduction Certificate

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.

Certificate Requirements

| COURSE CODE | COURSE TITLE | UNITS |
|--------------|--------------------------|-------|
| BUS 300 | Introduction to Business | 3 |
| MKT 300 | Principles of Marketing | 3 |
| MKT 310 | Selling Professionally | 3 |
| SPEECH 301 | Public Speaking | 3 |
| Total Units: | | 12 |

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

Retail Management (WAFC) Certificate

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).

Certificate Requirements

| COURSE CODE | COURSE TITLE | UNITS |
|--------------|---|-------|
| ACCT 301 | Financial Accounting (4) | 4 |
| BUS 310 | Business Communications (3) | 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 | Principles of Management | 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 |
| Total Units: | | 25 |

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.

Gainful Employment

The US Department of Education requires colleges to disclose a variety of information for any program that is eligible for financial aid that "prepares students for gainful employment in a recognized occupation." The following link provides Gainful Employment Disclosure information for this certificate program:

[Gainful Employment Information for Retail Management \(WAFC\) Certificate of Achievement \(https://web.losrios.edu/gainful-emp-info/arc/30579/30579.htm\)](https://web.losrios.edu/gainful-emp-info/arc/30579/30579.htm)

Career Information

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

Marketing (MKT)

MKT 295 Independent Studies in Marketing

| | |
|---------------|-------|
| Units: | 1 - 3 |
| Prerequisite: | None. |

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

| | |
|---------------|--------------|
| Units: | 3 |
| Hours: | 54 hours LEC |
| Prerequisite: | None. |
| Transferable: | CSU |

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.

Student Learning Outcomes

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

- describe how organizations apply the basic principles and concepts of marketing.
- explain the importance of customer satisfaction and the priorities of the marketing concept.
- evaluate how marketers plan and make decisions regarding the controllable factors of the marketing mix: product, place or distribution, promotion, and price.
- describe the elements of the marketing environment that are beyond the control of the marketer.
- illustrate how marketers segment their markets and design target markets.
- analyze and evaluate several companies and write about various concepts of marketing, such as target marketing, social responsibility, and product mix.

MKT 310 Selling Professionally

| | |
|---------------|--------------|
| Units: | 3 |
| Hours: | 54 hours LEC |
| Prerequisite: | None. |
| Transferable: | CSU |

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.

Student Learning Outcomes

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

- evaluate professional appearance and create a plan to improve it.
- adapt his/her personal communication style to a prospect.
- identify and compare the career opportunities in professional consumer and business selling.
- analyze and demonstrate the steps of professional selling, including approach, needs assessment, presentation, overcoming objections and negotiating, closing, and servicing of the sale.
- give an effective sales presentation.

MKT 312 Retailing

| | |
|---------------|--------------|
| Units: | 3 |
| Hours: | 54 hours LEC |
| Prerequisite: | None. |
| Transferable: | CSU |

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.

Student Learning Outcomes

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

- cite examples of various types of food, general merchandise, nonstore, and services retailers.
- explain how needs and social factors affect consumer buying decisions and how retailers segment their markets.
- compare and contrast various retail locations, including shopping centers and malls, central business districts, and nontraditional locations, such as airports and hospitals.
- evaluate specific retail site locations, based upon factors such as trade area, competition, natural and artificial barriers, traffic flow, parking, and leases.
- identify some of the special conditions or challenges of human resource management in retailing.
- illustrate how retailers use Customer Relationship Management (CRM) to identify their best customers and build customer loyalty.
- explain how retailers use merchandise management decisions to implement their retail strategy, including planning, buying, pricing, branding, and promoting their merchandise.
- evaluate a retail store's atmospherics, including layout, lighting, colors, scents, and music.

MKT 314 Advertising

| | |
|---------------|--------------|
| Units: | 3 |
| Hours: | 54 hours LEC |
| Prerequisite: | None. |
| Advisory: | MKT 300 |
| Transferable: | CSU |

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.

Student Learning Outcomes

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

- identify the major social and economic impacts of advertising in the United States.
- describe how the advertising industry operates and produces advertising through the work of advertisers, agencies, media, and suppliers.
- evaluate the various advertising media, including television, radio, magazines, newspapers, outdoor, Internet, direct mail, and other media.
- create and produce advertising examples for magazine ads, television and radio commercials, and billboards.
- work together in groups to create and present media advertising for an advertising campaign.

MKT 330 Internet Marketing

| | |
|---------------|--------------|
| Units: | 3 |
| Hours: | 54 hours LEC |
| Prerequisite: | None. |
| Transferable: | CSU |

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.

Student Learning Outcomes

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

- create effective Internet marketing strategies that enhance a business' relationship with present and future customers.
- identify and evaluate decisions in the selection of Internet marketing strategies to make a business more effective.
- apply complex decision-making techniques to problems involving e-commerce practice and a company's role in this evolving business environment.

MKT 495 Independent Studies in Marketing

| | |
|---------------|--------------------|
| Units: | 1 - 3 |
| Hours: | 54 - 162 hours LAB |
| Prerequisite: | None. |
| Transferable: | CSU |

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

| | |
|------------------------|--|
| Units: | 1 - 4 |
| Hours: | 60 - 300 hours LAB |
| Prerequisite: | None. |
| 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. |
| Advisory: | Eligible for ENGRD 310 or ENGRD 312 AND ENGWR 300; OR ESLR 340 AND ESLW 340. |
| Transferable: | CSU |
| General Education: | AA/AS Area III(b) |

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.

Student Learning Outcomes

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

- demonstrate application of industry knowledge and theoretical concepts in marketing related to a transfer degree level career as written in the minimum three (3) learning objectives created by the student and his/her employer or work site supervisor at the start of the course.
- make effective decisions, use workforce information, and manage his/her personal career plans.
- behave professionally, ethically, and legally at work, consistent with applicable laws, regulations, and organizational norms.
- behave responsibly at work, exhibiting initiative and self-management in situations where it is needed.
- apply effective leadership styles at work, with consideration to group dynamics, team and individual decision making, and workforce diversity.
- communicate in oral, written, and other formats, as needed, in a variety of contexts at work.
- locate, organize, evaluate, and reference information at work.
- demonstrate originality and inventiveness at work by combining ideas or information in new ways, making connections between seemingly unrelated ideas, and reshaping goals in ways that reveal new possibilities using critical and creative thinking skills such as logical reasoning, analytical thinking, and problem-solving.

Faculty

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