

Marketing

Overview

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.

Program Maps

A.A./A.S. Degrees

[Marketing A.A. Degree Map \(/academics/programs-and-majors/marketing-aa-degree-map\)](#)

Certificates

[Marketing Certificate Map \(/academics/programs-and-majors/marketing-certificate-map\)](#)

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Associate Degree

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.

Catalog Date: August 1, 2024

Degree Requirements

COURSE CODE	COURSE TITLE	UNITS
BUS 300	Introduction to Business	3
BUS 340	Business Law	3
ACCT 301	Financial Accounting	4
ECON 302	Principles of Macroeconomics	3
MKT 300	Principles of Marketing	3
MKT 310	Selling Professionally	3
MKT 314	Advertising	3
A minimum of 6 units from the following:		6
MKT 330	Internet Marketing (3)	
MKT 312	Retailing (3)	
BUS 310	Business Communications (3)	
BUS 330	Managing Diversity in the Workplace (3)	
BUS 350	Small Business Management/Entrepreneurship (3)	

COURSE CODE	COURSE TITLE	UNITS
MKT 495	Independent Studies in Marketing (1 - 3)	
MKT 498	Work Experience in Marketing (0.5 - 4)	
A minimum of 3 units from the following:		3
CISC 310	Introduction to Computer Information Science (3)	
CISA 305	Beginning Word Processing (2)	
CISA 315	Introduction to Electronic Spreadsheets (2)	
CISA 320	Introduction to Database Management (1)	
Total Units:		31

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 CRC graduation requirements.

Student Learning Outcomes

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

- Integrate the functions of the marketing mix.
- Identify and examine consumer’s buying behavior and evaluate which marketing communications medium will most effectively meet the needs of the marketplace.
- Incorporate principles of product development, pricing, distribution strategies, promotion strategies and market research.
- Apply the marketing mix to create and analyze various marketing strategies.
- Plan, produce and select the appropriate media for advertising.
- Communicate effectively verbally and in writing in various business settings.

Career Information

Buyer, Account Executive, Entrepreneur; Investment Counselor, Marketing Services, Purchasing Agent, Salesperson, Shipping Clerk, Marketing Manager, or Importer/Exporter. Some career options may require more than two years of college study.

Certificate of Achievement

Marketing Certificate

This Certificate of Achievement in Marketing provides an opportunity for students to acquire knowledge and training for business marketing and prepares them for careers in sales, advertising, customer service, and business development. Students wanting to earn the A.A. degree in Marketing can do so by taking additional courses beyond the 18 units required for this certificate. Please seek advice from your counselor to verify the correct courses to take towards the A.A degree.

Catalog Date: August 1, 2024

Certificate Requirements

COURSE CODE	COURSE TITLE	UNITS
MKT 300	Principles of Marketing	3
MKT 310	Selling Professionally	3
MKT 314	Advertising	3
BUS 300	Introduction to Business	3
BUS 340	Business Law	3
A minimum of 3 units from the following:		3
BUS 310	Business Communications (3)	
BUS 330	Managing Diversity in the Workplace (3)	
BUS 350	Small Business Management/Entrepreneurship (3)	
MKT 495	Independent Studies in Marketing (1 - 3)	
MKT 498	Work Experience in Marketing (0.5 - 4)	
Total Units:		18

Student Learning Outcomes

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

- P-SLO 1: Skills/Knowledge: Demonstrate skill and comprehension in the field of marketing as indicated by course outcomes
- Incorporate principles of product development, pricing, distribution strategies, promotion strategies and market research.
- P-SLO 2: Critical Thinking Skills: Demonstrate the ability to think critically and analyze problems

- Apply the marketing mix to create and analyze various marketing strategies
- Integrate the functions of the marketing mix to develop a marketing plan for a business
- P-SLO 3: Communication: Express ideas and facts clearly and completely
- Communicate effectively verbally and in writing in various business settings

Career Information

Account Executive, Salesperson, Customer Service Representative, Marketing Assistant.

Marketing (MKT) Courses

MKT 120 Survey of International Business

Units: 3
Hours: 54 hours LEC
Prerequisite: None.
Catalog Date: August 1, 2024

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.

Student Learning Outcomes

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

- analyze the effect of international monetary markets on import and export trade.
- describe the effects of cultural, political, and legal forces on international business.
- explain fundamental principles of global marketing.

MKT 295 Independent Studies in Marketing

Units: 1 - 3
Hours: 54 - 162 hours LAB
Prerequisite: None.
Catalog Date: August 1, 2024

An independent studies project involves an individual student or small group of students in study, research, or activities beyond the scope of regularly offered courses. See the current catalog section of "Special Studies" for full details of Independent Studies.

Student Learning Outcomes

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

- SLO #1: Actively engage in intellectual inquiry beyond that required in order to pass a course of study (College Wide Learning Outcome – Area 4).
- Discuss and outline a proposal of study (that can be accomplished within one semester term) with a supervising instructor qualified within the discipline.
- Design an independent study (to be completed individually or by collaboration of a small group) to foster special knowledge, skills, and experience that are not available in any one regularly scheduled course.
- Use information resources to gather discipline-specific information.
- SLO #2: Utilize modes of analysis and critical thinking to apply theoretical perspectives and/or concepts in the major discipline of study to significant problems and/or educational activities (College Wide Learning Outcome – Area 3).
- Analyze and apply the knowledge, skills and experience that are involved in the independent study to theoretical perspectives and/or concepts in the major discipline of study.
- Explain the importance of the major discipline of study in the broader picture of society.
- SLO #3: Communicate a complex understanding of content matter of the major discipline of study (College Wide Outcome – Area 3).
- Demonstrate competence in the skills essential to mastery of the major discipline of study that are necessary to accomplish the independent study.
- SLO #4: Identify personal goals and pursue these goals effectively (College Wide Outcome – Area 4).
- Utilize skills from the "academic tool kit" including time management, study skills, etc., to accomplish the independent study within one semester term.

MKT 299 Experimental Offering in Marketing

Units: 0.5 - 4
Prerequisite: None.
Catalog Date: August 1, 2024

This is the experimental courses description.

MKT 300 Principles of Marketing

Units:	3
Hours:	54 hours LEC
Prerequisite:	None.
Transferable:	CSU
Catalog Date:	August 1, 2024

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.

Student Learning Outcomes

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

- SLO 1: DEMONSTRATE SKILL AND COMPREHENSION IN MARKETING AS INDICATED BY COURSE OUTCOMES.
- This includes the ability to describe and apply the various elements of marketing such as those involved in pricing, promotion, product development, location, and distribution.
- SLO 2: DEMONSTRATE UNDERSTANDING OF FACTORS THAT AFFECT MARKETING.
- This includes the ability to describe marketing ethics, major government regulations, and other external forces that impact a company's marketing effort.
- SLO 3: DEMONSTRATE THE ABILITY TO THINK CRITICALLY AND ANALYZE PROBLEMS.
- This includes the ability to identify various forms of consumer behavior and illustrate how marketing may benefit each group of consumers.
- APPLY COURSE CONCEPTS TO THE REAL PRACTICE OF MARKETING.
- SLO 4: This includes the ability to describe and differentiate controllable and uncontrollable variables in marketing and see how they are practiced in the real world.

MKT 310 Selling Professionally

Units:	3
Hours:	54 hours LEC
Prerequisite:	None.
Transferable:	CSU
Catalog Date:	August 1, 2024

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.

Student Learning Outcomes

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

- SLO 1: DEMONSTRATE SKILL AND COMPREHENSION IN BUSINESS SALES (AS INDICATED BY COURSE OUTCOMES).
- Recognize and demonstrate the qualifications and characteristics necessary for effective selling.
- SLO 2: DEMONSTRATE THE ABILITY TO THINK CRITICALLY AND ANALYZE PROBLEMS.
- Analyze career opportunities and benefits available in selling.
- Understand marketing and apply this knowledge to the approach, direction and closing of a sale.
- Analyze differences in techniques used in direct, industrial, wholesale and retail sales.

MKT 312 Retailing

Units:	3
Hours:	54 hours LEC
Prerequisite:	None.
Transferable:	CSU
Catalog Date:	August 1, 2024

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.

Student Learning Outcomes

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

- analyze the position of retailing in the wider scope of other marketing institutions (SLO #1).
- examine the various types of retail organizations and their internal structure.

- relate business location theories to the local retail market.
- compare and be able to utilize various sources of merchandise and develop a usable buying plan (SLO #2).
- identify the characteristics of the various types of promotions and be able to plan and schedule promotional programs.
- apply basic mathematics to retail markup procedures and be able to use that skill in a variety of retail applications.
- illustrate various consumer behavior patterns and how the retail store should adapt to them (SLO#3).
- recognize various fashion retailing trends and applications.
- understand and recognize the variables in service retailing.

MKT 314 Advertising

Same As:	RTVF 376
Units:	3
Hours:	54 hours LEC
Prerequisite:	None.
Transferable:	CSU
Catalog Date:	August 1, 2024

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.

Student Learning Outcomes

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

- SLO 1: DEMONSTRATE THE ABILITY TO THINK CRITICALLY AND ANALYZE PROBLEMS.
- Establish criteria for planning, advertising, and selecting appropriate media.
- Evaluate state and federal laws applicable in the field of advertising.
- SLO 2: DEMONSTRATE SKILL AND COMPREHENSION IN ADVERTISING FORMATS (AS INDICATED BY COURSE OUTCOMES).
- Demonstrate an awareness of the importance of advertising in our economy and society.
- Establish criteria for recognizing and analyzing various forms of advertising.

MKT 330 Internet Marketing

Units:	3
Hours:	54 hours LEC
Prerequisite:	None.
Transferable:	CSU
Catalog Date:	August 1, 2024

This course introduces students to the use of social media and other Internet technologies, with an emphasis on the theory and practice of marketing in an electronic environment. Topics will include strategies to help students build customer relations through technological strategies. Students will have a good understanding of how this technology can be used to help his/her business be more successful.

Student Learning Outcomes

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

- SLO 1: DEMONSTRATE SKILL AND COMPREHENSION IN INTERNET MARKETING
- Create effective internet marketing strategies that enhance the business relationship with present and future customers.
- Explain the basic terminology and technology of the Internet.
- Apply the principles of e-business to various industries and marketing opportunities.
- SLO 2: EXAMINE AND DEMONSTRATE APPROPRIATE RESPONSES INTERNET MARKETING DECISIONS
- Examine the steps in developing a mobile marketing campaign.
- Identify and evaluate decisions in the selection of Internet marketing strategies to make a business more effective.
- Describe the benefits of an Internet business presence.

MKT 495 Independent Studies in Marketing

Units:	1 - 3
Hours:	54 - 162 hours LAB
Prerequisite:	None.
Transferable:	CSU
Catalog Date:	August 1, 2024

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Student Learning Outcomes

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

- SLO #1: Actively engage in intellectual inquiry beyond that required in order to pass a course of study (College Wide Learning Outcome – Area 4).
- Discuss and outline a proposal of study (that can be accomplished within one semester term) with a supervising instructor qualified within the discipline.
- Design an independent study (to be completed individually or by collaboration of a small group) to foster special knowledge, skills, and experience that are not available in any one regularly scheduled course.
- Use information resources to gather discipline-specific information.
- SLO #2: Utilize modes of analysis and critical thinking to apply theoretical perspectives and/or concepts in the major discipline of study to significant problems and/or educational activities (College Wide Learning Outcome – Area 3).
- Analyze and apply the knowledge, skills and experience that are involved in the independent study to theoretical perspectives and/or concepts in the major discipline of study.
- Explain the importance of the major discipline of study in the broader picture of society.
- SLO #3: Communicate a complex understanding of content matter of the major discipline of study (College Wide Outcome – Area 3).
- Demonstrate competence in the skills essential to mastery of the major discipline of study that are necessary to accomplish the independent study.
- SLO #4: Identify personal goals and pursue these goals effectively (College Wide Outcome – Area 4).
- Utilize skills from the “academic tool kit” including time management, study skills, etc., to accomplish the independent study within one semester term.

MKT 498 Work Experience in Marketing

Units:	0.5 - 4
Hours:	27 - 216 hours LAB
Prerequisite:	None.
Enrollment Limitation:	Students must be in a paid or unpaid internship, volunteer position or job related to career goals in Marketing.
Transferable:	CSU
General Education:	AA/AS Area III(b)
Catalog Date:	August 1, 2024

This course provides students with opportunities to develop marketable skills in preparation for employment in their major field of study or advancement within their career. 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 required forms which document the student's progress and hours spent at the work site; and developing workplace skills and competencies. Appropriate level learning objectives are established by the student and the employer. During the semester, the student is required to participate in a weekly orientation and complete 27 hours of related work experience for 0.5 unit. An additional 27 hours of related work experience is required for each additional 0.5 units. 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:

- SLO #1 DEMONSTRATE AN UNDERSTANDING AND APPLICATION OF PROFESSIONAL WORKPLACE BEHAVIOR IN A FIELD OF STUDY RELATED ONE'S CAREER.
- Understand the effects time, stress, and organizational management have on performance.
- Demonstrate an understanding of consistently practicing ethics and confidentiality in a workplace.
- Examine the career/life planning process and relate its relevance to the student.
- Demonstrate an understanding of basic communication tools and their appropriate use.
- Demonstrate an understanding of workplace etiquette.
- SLO #2 DESCRIBE THE CAREER/LIFE PLANNING PROCESS AND RELATE ITS RELEVANCY TO ONE'S CAREER.
- Link personal goals to long term achievement.
- Display an understanding of creating a professional first impression.
- Understand how networking is a powerful job search tool.
- Understand necessary elements of a résumé.
- Understand the importance of interview preparation.
- Identify how continual learning increases career success.
- SLO #3 DEMONSTRATE APPLICATION OF INDUSTRY KNOWLEDGE AND THEORETICAL CONCEPTS AS WRITTEN IN LEARNING OBJECTIVES IN PARTNERSHIP WITH THE EMPLOYER WORK SITE SUPERVISOR.

MKT 499 Experimental Offering in Marketing

Units:	0.5 - 4
Prerequisite:	None.
Transferable:	CSU
Catalog Date:	August 1, 2024

This is the experimental courses description.

Faculty

Career Education

This major is part of CRC's Career Education (CE) Program. Request assistance from Career Education by dropping us a line!

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