

Definition

Marketing is the dynamic field of study that recognizes and responds to the changing attitudes and demands of the economy. It has the goal of creating mutual satisfaction. It seeks to continue relationship building between the consumer and the product or service provider. Understanding the “why” and “how” of creating, distributing, pricing and promoting a product or service will be found within the curriculum.

Staff

To access faculty and staff, dial (661) 722-6300, then the 4-digit extension.

Program Advisement:

- Dr. Tom O’Neil, Dean ext. 6370
- Administrative Assistant:
Christi Goodman ext. 6370
- Faculty:
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Adjunct Faculty:

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- V.M. Violet Christopher 2965
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Program Description

The Marketing program offers students the opportunity to recognize and respond to the changing attitudes and demands of the economy. Students gain the skills and knowledge needed to create satisfying exchange relationships between buyers and sellers. Studies in the Marketing program seek to continue relationship building between the consumer and the product or service provider by understanding the “why” and “how” of creating, distributing, pricing, and promoting a product or service. The program also offers those with an interest in E-Commerce and Web design to gain practical insights into the techniques used by marketers to attract and retain consumers’ attention in a competitive information age.

Students must receive a minimum grade of “C” or better in all required core courses and the specific courses listed as program electives in order to qualify for the degree or certificate.

Distinctive Features

The Marketing program is oriented to the entrepreneurial student. Most marketing students are in the midst of creating and producing a product or service. They have the innate knowledge of what is necessary to create success. The Marketing certificate offers both the directions and maps to avoid the hazards and pitfalls found within marketing relationships. It is a proactive and “hands-on” learning environment. Students are complementing their innovative ideas and experiences through their involvement within their Marketing field of academic study.

Career Options

- Advertising Accounts
 - Brand Management
 - Cause/Environmental Marketing
 - Direct Marketing
 - Industrial Marketing
 - International Marketing
 - Marketing Consulting
 - Marketing Research
 - Marketing Training
 - Nonprofit/Charitable Marketing
 - Public Relations
 - Purchasing
 - Retailing
 - Sales
 - Sales Management
 - Sales Promotion
 - Wholesaling
- (Most of these careers require education beyond the two-year college level.)

Certificate Program

The following courses, 33.5-35.5 units, are required for the Marketing certificate. Students who successfully complete the certificate requirements may apply for entry-level positions in advertising, customer service, or sales, or may apply their knowledge and skills as an entrepreneur. A maximum of 6 pass/no pass units will be accepted for a Marketing certificate. A minimum of 9 units of certificate course work must be completed at AVC. (Credit earned by examination will not be included in these 9 units.)

- Required Courses: units**
- ACCT 111, Bookkeeping or ACCT 201, Financial Accounting 3-4

BUS 101, Introduction to Business	3
BUS 113, Business Communications	3
CA 103, Intro. to Microcomputers or CA 221, Computer Concepts and Applications in Business	3-4
DM 101, 101L, Digital Media Arts/ Lab	3.5
MGT 101, Management Principles or MGT 105, Elements of Supervision or MGT 201, Small Business Management	3
MKTG 101, Principles of Marketing	3
MKTG 112, Intro. to Advertising	3
MKTG 121, Salesmanship	3
Program Electives	6
Total	33.5-35.5

For a recommended plan of study for the certificate, please refer to the Associate Degree plan minus the general education requirements.

Program Electives:	units
BUS 201, Business Law	3
CA 141, Developing PowerPoint Presentations	1.5
DM 103, 103L, Graphic Design I/ Lab	3.5
PSY 101, General Psychology	3
SOC 101, Intro. to Sociology	3

NOTE: Substitutions, with prior permission, may be made for certain courses that may not be offered in the two-year period.

TRANSFER STUDENTS:
Students planning to transfer to a four-year institution are strongly advised to follow the Business Administration degree listed in the Business section of this catalog.

Associate Degree

The requirements for an associate degree in Marketing may be satisfied by completing the Marketing certificate, 21 units of general education requirements, and sufficient elective credits to total 60.5-62.5 units. (See Graduation/Associate Degree Requirements.)

Students who complete the associate degree have enhanced employability in several fields. They are well prepared for entry-level career opportunities in areas such as advertising accounts, brand management, direct marketing, industrial

marketing, marketing consulting, marketing research, marketing training, nonprofit/charitable marketing, public relations, purchasing, retailing, sales, sales management, sales promotion, wholesaling, and entrepreneurship. The associate degree will also provide students with a broad range of knowledge with which to evaluate and appreciate the physical environment, culture, and society in which they live, with the ability to think and communicate clearly and effectively.

Except in cases of a prerequisite requirement, it is not required that courses be taken in exactly this sequence; they are recommended in this order to facilitate success.

Recommended Plan of Study

First Semester	units
BUS 101, Intro. to Business	3
CA 103, Intro. to Microcomputers or CA 221, Computer Concepts and Applications in Business	3-4
MKTG 101, Principles of Marketing	3
Course from GE requirement Area B	3
Course from GE requirement Area D1	3
Total	15-16
Second Semester	units
ACCT 111, Bookkeeping or ACCT 201, Financial Accounting	3-4
BUS 113, Business Communications	3
DM 101, 101L, Intro. to Digital Media Arts/Lab	3.5
MKTG 112, Intro. to Advertising	3
Course from GE requirement Area C	3
Total	15.5-16.5
Third Semester	units
MGT 101, Management Principles or MGT 105, Elements of Supervision or MGT 201, Small Business Management	3
MKTG 121, Salesmanship	3
Course from GE requirement Area D2	3
Course from GE requirement Area E	3
Elective	3
Total	15
Fourth Semester	units
Course from GE requirement Area A	3
Course from GE requirement Area F (BUS 212 or MGT 212 recommended)	3
Program Electives	6
Elective	3
Total	15

Degree Total 60.5-62.5

Program Electives:

Please refer to the Program Electives listed under the certificate program.

Prerequisite Completion

If a course is listed as a prerequisite for another course, that prerequisite course must be completed with a satisfactory grade in order to enroll in the next course. According to Title 5, Section 55200(d), a satisfactory grade is a grade of "A," "B," "C" or "P". Classes in which the Pass/No Pass option is available are indicated with an asterisk (*) before the course title. See "Pass/No Pass Option" in the catalog for full explanation.

Marketing Courses

MKTG 101 *PRINCIPLES OF MARKETING

3 units

3 hours weekly

Advisory: Eligibility for College Level Reading and ENGL 099.

This course is an introduction to the business activities in the field of marketing. The ideas and concepts presented will focus on increasing one's understanding of marketing and the business activities required to serve a selected target market: product planning, pricing, distribution, and promotion. Emphasis will be placed on raising awareness and assimilating these ideas and concepts into serving present and potential customers within the current legal, competitive, and socio-economic environment. (CSU, AVC)

MKTG 112 *INTRODUCTION TO ADVERTISING

3 units

3 hours weekly

Advisory: Completion of MKTG 101, and Eligibility for College Level Reading and ENGL 099.

This course is an introduction to the history, consumer consciousness, and agency activities in the field of advertising. The ideas and concepts presented will

focus on understanding and identifying target audiences and developing an awareness of the advertising strategem to serve those audiences. Emphasis will be placed on understanding past and present consumerism, advertising aims and goals in retail, wholesale, print and electronic advertising media as they apply to the business marketing and advertising environment. (CSU, AVC)

MKTG 121 *SALESMANSHIP

3 units

3 hours weekly

Advisory: Completion of MKTG 101, and Eligibility for ENGL 099 and READ 099.

Students will study selling as a creative and persuasive process needed by marketers, business students and practitioners. The student will understand and appreciate the importance of the techniques of sales to all facets of business. (CSU, AVC)

MKTG 199 *OCCUPATIONAL WORK EXPERIENCE

1-8 units

hours vary

Prerequisite: To participate in work experience, students must have a job or internship which is either paid or voluntary and have the approval of the supervisor and instructor supervising work experience in the specific subject area. **PRIOR TO ENROLLING**, students must attend a scheduled orientation or meet individually with the supervising instructor for an individual orientation.

Occupational Work Experience Education is supervised employment designed to provide students a realistic learning experience through work. The ultimate goal is to teach students those skills and attitudes that will equip them to function and adapt as an employee in a variety of situations and jobs. Occupational Work Experience Education is supervised employment extending classroom-based occupational learning at an on-the-job learning station related to the students' educational major or occupational goal. Credit may be accrued at the rate of one to eight units per semester. For the satisfactory completion of all types of Cooperative Work Experience Education (WE 197 and WE 199), students may earn up to a total of sixteen semester credit hours. (CSU, AVC) (R3)