

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.

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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 the opportunity 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.

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
 (Some of these careers may require education beyond the two-year college level.)

Program Learning Outcomes

1. Understand and apply ethics in a marketing environment with an understanding of the major components of a global economy and the special care needed to effectively market in a diverse marketplace.
2. Gain skills in the research and analysis of customer segments, demand, and market potential, and apply these skills to the formulation of appropriate marketing plans directed toward specific market segments.
3. Understand consumer behavior and the role of advertising in the marketing and promotional mix, develop the ability to evaluate advertising and promotional concepts and programs, and employ these skills in the development of targeted marketing strategies and communications.
4. Work collaboratively to create and deliver presentations in written, verbal, and digital format, using skills in communication, digital technologies, and management.

Certificate Program

The following courses, 33.5 to 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.

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 Computers and Dig. Tech. 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.

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 Computers and Dig. Tech. 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.

Transfer

Students planning to transfer to a four-year college or university after AVC are strongly advised to follow the Business Administration degree and should visit the Transfer Resource Center and consult with a counselor as soon as possible. Additional information on official transfer articulation agreements from AVC to many CSU/UC campuses can be found at the following Web site: www.assist.org

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 stratagem 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)**