

## 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.

### Dean:

Laureano Flores ext. 6327

### Administrative Assistant:

Jana Crawford ext. 6327

### Clerical Assistant III:

Leyla Barber ext. 6327

### Department Chair:

Kathy Osburn ext. 6898

### Faculty:

David Adams ext. 6901

### Adjunct Faculty:

To access adjunct faculty voice mail, dial (661) 722-6300, then the 4-digit number.

	V.M.
Violet Christopher	2965
Christopher Hamilton	2511
Leanna Vendro	2479
Larry Veres	2910

## 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 Programs

Certificate not applicable. See General Business, Marketing concentration.

## Associate Degree

Associate degree not applicable. See General Business, Marketing concentration.

## Transfer

Students planning to transfer to a four-year college or university after AVC are strongly advised to follow the Business Administration for Transfer 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](http://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.

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## Marketing Courses

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### **MKTG 101 \*PRINCIPLES OF MARKETING**

3 units

3 hours weekly

**Advisory:** Eligibility for College Level Reading and ENGL 100A. 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 100A.

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 130 DIGITAL MARKETING**

3 units

3 hours weekly

**Advisory:** Completion of MKTG 101.

This course will help students to apply traditional marketing concepts in today’s rapidly evolving e-commerce setting. Students will explore topics in such areas as mobile marketing, social media marketing, search engine marketing, and website content. (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. (AVC) **(R3)**