

MARKETING

MKT-20

Principles of Marketing

3.00 units

CSU

*Prerequisite: None.**Advisory: BUS-10.*

Description: Examines the role of marketing as it relates to society and economic development. The course will analyze products, consumer, marketing research and strategic market planning. The course will survey with a global perspective, the selection of target markets as well as the development of the marketing mix - place, product, price and promotion. 54 hours lecture. (Letter grade only)

MKT-30

Fashion Merchandising

3.00 units

CSU

Prerequisite: None.

Description: An in-depth study of the fashion merchandising field; emphasis on development and growth of fashion merchandising; retail and vendor methods of operation and distribution; the influence of promotion, advertising, and publicity on consumer demand. Examination of current trends. Career opportunities that exist in the fashion field. 54 hours lecture. (Letter grade or Pass/No Pass option)

MKT-40

Advertising

3.00 units

CSU

Prerequisite: None.

Description: Economic, professional, persuasive and technical aspects of advertising, publicity and propaganda, and their relation to sociology and psychology. Campaign organization, research and media of communication. Analysis and discussion of situation problems, mass motivation, consumer action and legal restraints. 54 hours lecture. (Letter Grade, or Pass/No Pass option)

MKT-41

Techniques of Selling

3.00 units

CSU

Prerequisite: None

Description: Examines the key topics of how to locate, qualify and approach prospects; how to deliver the sales presentation, how to meet objections and how to close the sale. The analysis of behavioral, ethical, and philosophical factors as applied to the selling function globally. 54 hours lecture. (Letter Grade, or Pass/No Pass option.)

MKT-42

Retail Management

3.00 units

CSU

Prerequisite: None

Description: Merchandising analysis of the changing concepts and business objectives of retailing. Management philosophies, strategies, and functions (from individual to multi-unit firms). Social and economic forces on decisions concerning location and operational policies. Analysis of forms of retailing, such as foods, motels, service stations, and direct channels. 54 hours lecture. (Letter Grade, or Pass/No Pass option.)

MKT-50

Marketing Research

3.00 units

CSU

Prerequisite: None.

Description: An introduction to various research methodologies useful in the marketing environment. This course will focus on development, execution, and application of marketing research, pulling it all together with completion of a marketing research project. 54 hours lecture. (Letter grade only)

MKT-200**Marketing Work Experience****1.00 - 4.00 units**

CSU

*Prerequisite: None.**Advisory: Students should have paid or voluntary employment.*

Description: Work Experience is designed to coordinate the student's on-the-job training with workplace skills designed to assist the student in developing successful professional skills. Each student will establish measurable learning objectives appropriate for their job and discipline. Students may earn up to four (4) units each semester, for a maximum of 16 units of work experience total. 60 hours of volunteer work or 75 hours of paid work during the semester are required for each unit. No more than 20 hours per week, out of the 60 or 75 requirement, may be applied toward the work requirement. The course consists of an 18 hours of orientation/professional skills development and 60 hours of volunteer work experience per unit with a maximum of 240 for four units per semester OR 75 hours of paid work experience per unit, with a maximum of 300 for four units per semester. (Letter grade or Pass/No Pass option)