

Marketing

Overview

Marketing is a dynamic area of study that provides immediate job and career opportunities after taking one course or the completion of a degree. The skills learned are easily converted into well-paying careers by many students and are essential for international and domestic business and for companies both large and small.

Career Options

- Account Executive
- Buyer
- Entrepreneur
- Export/Import
- Marketing Manager
- Marketing Services
- Investment Counselor
- Purchasing Agent
- Salesperson
- Shipping Clerk
- Stockbroker

Some career options may require more than two years of college study.

Highlights

- Additional training in courses acceptable as electives for civil service professional occupations
- Opportunities for work experience in local industry and business
- Training in a career where one third of the presidents of Fortune 500 corporations have marketing backgrounds
- Coursework in international marketing
- A lab with tutorial assistance

Program Maps

[Business and Management Undecided Major \(/flc/main/doc/instruction/program-maps/Business-Undecided-major.pdf\)](/flc/main/doc/instruction/program-maps/Business-Undecided-major.pdf)

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Marketing (MKT) Courses

MKT 295 Independent Studies in Marketing

Units: 1 - 3
 Hours: 54 - 162 hours LAB
 Prerequisite: None.
 Catalog Date: June 1, 2020

MKT 299 Experimental Offering in Marketing

Units: 0.5 - 4
 Prerequisite: None.
 Catalog Date: June 1, 2020

MKT 300 Principles of Marketing

Units:	3
Hours:	54 hours LEC
Prerequisite:	None.
Transferable:	CSU
Catalog Date:	June 1, 2020

This course provides 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. The course includes analysis of the elements of the marketing environment such as government regulation, environmental protection, competition, and consumer behavior.

Student Learning Outcomes

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

- analyze and apply the basic principles of marketing.
- recognize the function of marketing and be able to adapt and develop the understanding of how environmental forces impact marketing planning.
- describe and develop a marketing strategy and plan.

MKT 310 Selling Professionally

Units:	3
Hours:	54 hours LEC
Prerequisite:	None.
Advisory:	ENGWR 101
Transferable:	CSU
Catalog Date:	June 1, 2020

This course examines the elements of successful professional selling. This course emphasizes the development of a business personality and its application to the approach, direction, and closing of a sale. Different types of selling experience such as direct, industrial, wholesale, and retail are covered. This class is recommended for those entering any field of business careers.

Student Learning Outcomes

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

- recognize and demonstrate the qualifications and characteristics necessary for effective selling.
- analyze differences in techniques used in direct, industrial, wholesale and retail sales.
- demonstrate the steps of selling, including approach, needs assessment, presentation, and closing of the sale.
- prepare and demonstrate a sales presentation.

MKT 330 Internet Marketing

Units:	3
Hours:	54 hours LEC
Prerequisite:	None.
Transferable:	CSU
Catalog Date:	June 1, 2020

This course is designed to provide both the novice and skilled business person with a working knowledge of how to use Internet marketing. Students will be introduced on how to devise strategies that build customer relations through technological and social media strategies. Students will have a good understanding of how these technologies can be used to support business success.

Student Learning Outcomes

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

- identify Internet marketing strategies used to market and promote a business.
- create effective Internet marketing strategies that enhance the business relationship with present and future customers.
- demonstrate the ability to solve complex decisions involving e-commerce practice within the evolving business environment.
- assess long-term plans for the development of marketing approaches using the Internet and technology.

MKT 495 Independent Studies in Marketing

Units:	1 - 3
Hours:	54 - 162 hours LAB
Prerequisite:	None.
Transferable:	CSU
Catalog Date:	June 1, 2020

MKT 498 Work Experience in Marketing

Units:	1 - 4
Hours:	60 - 300 hours LAB
Prerequisite:	None.
Enrollment Limitation:	Student must be in a paid or non-paid internship, volunteer opportunity, or job related to career interests.
Advisory:	ENGWR 101 or ESLW 320
Transferable:	CSU
General Education:	AA/AS Area III(b)
Catalog Date:	June 1, 2020

This course provides students with opportunities to develop marketable skills in preparation for employment or advancement within the field of Marketing. Course content will include understanding the application of education to the workforce; completing required forms which document the student's progress and hours spent at the work site; and developing workplace skills and competencies. During the semester, the student is required to attend orientation. Students must complete 75 hours of related paid work experience, or 60 hours of related unpaid work experience, for one unit. An additional 75 hours of related paid work experience or 60 hours of related unpaid work experience is required for each additional unit. The course may be taken for a maximum of 16 units. Students should have access to a computer, the Internet, and some computer media such as a USB drive to store data files. Online students must have an email account. Only one Work Experience course may be taken per semester.

Student Learning Outcomes

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

- apply industry knowledge and theoretical concepts in a field of study or career as written in the minimum 3 learning objectives created by the student and his/her employer or work site supervisor at the start of the course.
- manage personal career plans and decision making using industry & workforce information and online resources.
- behave professionally and ethically, exhibit adaptability, initiative, self-awareness and self-management as needed.
- exhibit effective communication, collaboration, and leadership skills at work with consideration to workplace dynamics and social and diversity awareness.
- demonstrate critical and creative thinking skills as they apply to the workplace.

MKT 499 Experimental Offering in Marketing

Units:	0.5 - 4
Prerequisite:	None.
Transferable:	CSU
Catalog Date:	June 1, 2020

Business and Management

[\(/academics/meta-majors\)](#)

This program is part of the Business and Management meta-major.

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