

BUSINESS: MARKETING

BEFORE ENROLLING IN DEGREE APPLICABLE COURSES, IT IS RECOMMENDED THAT YOU COMPLETE ENGL 001A AND READ 053.

BUSINESS: MARKETING (MKT)

DIVISION: Commercial Services
 DEPARTMENT: Marketing
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Students who enter the Marketing Program enjoy the creative atmosphere that surrounds the marketer. There are approximately 22,000 different occupations in Marketing and 1/3 of all potential workers eventually are employed in marketing and distribution.

Students have a number of career options and may wish to obtain their (A.S.) Associate of Science degree or simply upgrade their skills quickly by entering our Marketing Level I and Level II Certificate Programs. No matter what marketing occupational choice you select, marketing will prepare you to handle the customers needs and wants now and into the future.

Upon successful completion of the Marketing program, students will be able to:

- Analyze and evaluate marketing strategies
- Choose a marketing career path
- Be prepared for a variety of first-entry marketing positions.

Level entry marketing and sales representatives are needed in Electronics, Manufacturing, Retail, and in Service Industry as a whole. Those with the highest communication, psychology, and marketing skills will be better equipped to take on the challenge that awaits them. Annual entry level salaries range from \$36,000 to \$86,000. Some career options include:

- New product & service development
- Marketing promotion & graphic design
- Sales & service representatives
- Distribution and logistics specialists
- Marketing research and marketing information systems

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

A.S. Degree:

- Marketing

Certificate:

- Customer Service
- Marketing (Levels I and II)
- Marketing Communication Specialist
- Purchasing
- Sales

Schedule Matrix:

COURSE	FALL	SPRING	SUMMER	WEEKEND
MKT 030				X
MKT 031				X
MKT 032				X
MKT 033				X
MKT 034				X
MKT 035				X
MKT 036				X
MKT 037				X
MKT 040	O	E		
MKT 040A				X
MKT 040B				X
MKT 056A	E	O	D	
MKT 056B	E			
MKT 057				
MKT 058				
MKT 059				
MKT 059A				X
MKT 059B				X
MKT 060	E			
MKT 062			O	
MKT 066				
MKT 068				
MKT 070				

COURSE	FALL	SPRING	SUMMER	WEEKEND
MKT 070A				X
MKT 072				X
MKT 072A				X
MKT 081				
MKT 081A		E		
MKT 081B				X
MKT 081C				X
MKT 081D				X
MKT 082		E		
MKT 084	O			
MKT 084A				X
MKT 084B				X

D= DAY CLASSES; E= EVENING CLASSES; X= WEEKEND; O= ONLINE

Marketing - A.S. Degree

The Marketing Program is designed to provide a realistic learning experience in acquiring the knowledge and skills necessary for a successful career in Marketing. Many of the skills taught in the program can also be used to improve one's promotability and can be used to enhance current job performance.

Required course curriculum:	Units
BUS 021 Introduction to Business Computing	3.0
BUS 021L Introduction to Business Computing (LAB)	1.0
BUS 028A Business Law I	3.0
BUS 051 Introduction to American Business	3.0
BUS 064B Business Mathematics Using Calculators	4.0
MKT 040 Professional Selling	3.0
MKT 056A Marketing Principles	3.0
MKT 056B Marketing Strategies	3.0
MKT 081A Advertising Principles	3.0

Plus any 3 from the following:	Units
ACCTG 001B Principles of Accounting	4.0
BUS 055 Business Strategy for Success	3.0
BUS 078B Business Communications	3.0
BUS 079 Human Relations Applied in Business	3.0
MGMT 103 Functions of Management	3.0
MKT 042 Sales force Management	3.0
MKT 057 Retailing Principles	3.0
MKT 058 Marketing Research	3.0
MKT 059 Effective Public Relations	3.0
MKT 060 International Marketing	3.0
MKT 066 Business-to-Business Marketing	3.0
MKT 068 Marketing Channels	3.0
MKT 070 Product Management Essentials	3.0
MKT 074 Purchasing	3.0
MKT 081 Direct Marketing	3.0
MKT 082 Consumer Behavior	3.0
MKT 084 Internet Marketing	3.0
Total Units	35.0

Marketing Level I Certificate

The Marketing Certificate program focuses on the skills and attitudes necessary for successful marketing. A LEVEL I or LEVEL II certificate will be issued upon completion of required units and courses for that certificate level, independent of any previous level. Only courses completed with a grade of C or better may be used to satisfy requirements for a certificate.

Core Curriculum Courses:	Units
MKT 040 Professional Selling	3.0
MKT 056A Marketing Principles	3.0
MKT 056B Marketing Strategies	3.0
MKT 060 International Marketing	3.0
MKT 081A Advertising Principles	3.0
Complete 1 unit from the following:	Units
BUS 077A Maximizing Sales With Salesforce.com	1.0
MKT 035 Developing Customer Surveys	0.5
MKT 036 The Marketing Plan	0.5
MKT 037 Professional Event Planning	0.5
MKT 059A Public Relations Basics	0.5

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MKT 059B	Media Relations Basics	0.5
MKT 062	Global Exporting and Importing	1.0
MKT 070A	Keys to Successful Product Launch	0.5
MKT 072	Social Media Marketing	1.0
MKT 072A	Blogging for Business	0.5
MKT 081B	Getting Your First Customer	0.5
MKT 081C	Developing Sales Lead Programs	0.5
MKT 081D	Developing an Ad Campaign	0.5
MKT 084A	Search Engine Marketing	0.5
MKT 084B	E-Mail Marketing	0.5
Total Units		16.0

Marketing Level II - Certificate

The Marketing Certificate program focuses on the skills and attitudes necessary for successful marketing. A LEVEL I or LEVEL II certificate will be issued upon completion of required units and courses for that certificate level, independent of any previous level. Only courses completed with a grade of C or better may be used to satisfy requirements for a certificate.

Complete a minimum of 16 units from the following courses:		Units
BUS 055	Business Strategy for Success	3.0
BUS 078B	Business Communications	3.0
MKT 042	Sales force Management	3.0
MKT 057	Retailing Principles	3.0
MKT 058	Marketing Research	3.0
MKT 059	Effective Public Relations	3.0
MKT 066	Business-to-Business Marketing	3.0
MKT 068	Marketing Channels	3.0
MKT 070	Product Management Essentials	3.0
MKT 074	Purchasing	3.0
MKT 081	Direct Marketing	3.0
MKT 082	Consumer Behavior	3.0
MKT 084	Internet Marketing	3.0
MKT 201	Sales Internship	1.0
MKT 202	Customer Service Internship	1.0 - 3.0
MKT 203	Purchasing Internship	1.0
Total Units		16.0

Marketing Communications Specialist - Certificate

Mission College offers a 16-unit Marketing Communications Specialist Certificate to students who successfully complete 16 or more units of course work as outlined below. This certificate prepares students with the necessary skills required to conduct marketing communications. This certification is noted on the student's college transcript in the certificate/honors section, informing future employers, admissions offices to colleges, and professional institutions that the student has received specialized training in marketing communications.

Core Curriculum Courses (Required)		Units
BUS 037	Fundamentals of Project Management	3.0
BUS 078B	Business Communications	3.0
MKT 056A	Marketing Principles	3.0
Choose a minimum of 6 units from the following:		Units
MKT 059	Effective Public Relations	3.0
MKT 081	Direct Marketing	3.0
MKT 081A	Advertising Principles	3.0
MKT 084	Internet Marketing	3.0
BUS 083A	Business Presentations Using Powerpoint	3.0
Choose a minimum of 1 unit from the following:		Units
BUS 077A	Maximizing Sales With Salesforce.com	1.0
BUS 078E	Persuasive Business Writing	1.0
BUS 078H	Writing Effective E-mail for Business	1.0
MKT 036	The Marketing Plan	0.5
MKT 037	Professional Event Planning	0.5
MKT 038	Copywriting Techniques	1.0
MKT 072	Social Media Marketing	1.0
MKT 072A	Blogging for Business	0.5
MKT 081C	Developing Sales Lead Programs	0.5
MKT 081D	Developing an Ad Campaign	0.5
MKT 084A	Search Engine Marketing	0.5
MKT 084B	E-Mail Marketing	0.5
Total Units		16.0

Customer Service - Certificate

Mission College offers a 16-unit Customer Service Certificate to students who successfully complete 16 or more units of course work as outlined below. This certificate prepares students with the necessary skills required to provide excellent customer service. This certification is noted on the student's college transcript in the certificate/honors section, informing future employers, admissions offices to colleges, and professional institutions that the student has received specialized training in customer service.

Required course curriculum:		Units
BUS 077	Quality Customer Service	3.0
MKT 056A	Marketing Principles	3.0
MKT 082	Consumer Behavior	3.0

Choose a minimum of 7 units from the following:		Units
COMM 012	Introduction to Intercultural	3.0
BUS 077A	Maximizing Sales With Salesforce.com	1.0
BUS 077B	Customer Service Phone Skills	0.5
BUS 077C	50 Ways to Improve Customer Service	0.5
BUS 078B	Business Communications	3.0
BUS 079	Human Relations Applied in Business	3.0
MGMT 102	Leadership	3.0
MKT 202	Customer Service Internship	1.0 - 3.0
Total Units		16.0

Customer Service Core Skills Certificate

Mission College offers a 9-unit Customer Service Core Skills Certificate to students who successfully complete 9 or more units of coursework as outlined below. Earning a Customer Service Core Skills Certificate demonstrates students have completed core coursework in customer service.

Required course curriculum:		Units
BUS 077	Quality Customer Service	3.0

Choose a minimum of 6 units from the following:		Units
BUS 077B	Customer Service Phone Skills	0.5
BUS 077C	50 Ways to Improve Customer Service	0.5
BUS 078B	Business Communications	3.0
BUS 079	Human Relations Applied in Business	3.0
MKT 056A	Marketing Principles	3.0
MKT 082	Consumer Behavior	3.0
Total Units		9.0

Purchasing - Certificate

Mission College offers a 16-unit Purchasing Certificate to students who successfully complete 16 or more units of course work as outlined below. This certificate prepares students with the necessary skills required to work in the purchasing function. This certification is noted on the student's college transcript in the certificate/honors section, informing future employers, admissions offices to colleges, and professional institutions that the student has received specialized training in purchasing skills.

Core Curriculum Courses:		Units
Required:		Units
BUS 064B	Business Mathematics Using Calculators	4.0
MGMT 010	Negotiation Skills	0.5
MKT 074	Purchasing	3.0
.....or		
BUS 074	Purchasing	3.0
MKT 203	Purchasing Internship	1.0
Choose a minimum of 7.5 units from the following:		Units
ACCTG 001A	Principles of Accounting	4.0
BUS 037	Fundamentals of Project Management	3.0
BUS 028A	Business Law I	3.0
BUS 078B	Business Communications	3.0
BUS 082A	Business Spreadsheets Using Excel	3.0
MGMT 021	Project Management	0.5
MGMT 111	Problem Solving for Managers	3.0
MGMT 115	Operations Management	3.0
MKT 056A	Marketing Principles	3.0
Total Units		16.0

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Sales Certificate

Mission College offers a 16-unit Sales Certificate to students who successfully complete 16 or more units of course work as outlined below. This certificate prepares students with the necessary skills required to sell. This certification is noted on the student's college transcript in the certificate/honors section, informing future employers, admissions offices to colleges, and professional institutions that the student has received specialized training in sales.

Core Curriculum Courses:	Units
MGMT 010 Negotiation Skills	0.5
MKT 040 Professional Selling	3.0
MKT 201 Sales Internship	3.0
Choose a minimum of 9.5 units from the following:	Units
BUS 028A Business Law I	3.0
BUS 077 Quality Customer Service	3.0
BUS 077A Maximizing Sales With Salesforce.com	1.0
BUS 078E Persuasive Business Writing	1.0
BUS 079 Human Relations Applied in Business	3.0
COMM 001 Public Speaking	3.0
MGMT 019 Dealing With Difficult People	0.5
MKT 034 Networking for Success	0.5
MKT 042 Salesforce Management	3.0
MKT 081B Getting Your First Customer	0.5
MKT 081C Developing Sales Lead Programs	0.5
Total Units	16.0

BUSINESS: MARKETING (MKT)

030 • DEVELOPING NEW PRODUCTS 0.5 unit

Total Lecture 8.0 hours

This course outlines how to determine product strategies based on market needs. Students become involved in such matters as number and diversity of products, product innovations, product scope, and product design. Different dimensions of product strategies are examined for their essence, their significance, their limitations, if any, and their contributions to objectives and goals. Each strategy is exemplified with illustrations from marketing literature. This course may be offered via distance learning. *Pass/No Pass Option.*

031 • HOW TO PRICE PRODUCTS 0.5 unit

Total Lecture 8.0 hours

This course outlines strategies for how to price a product or service. Each strategy is examined for its underlying assumptions and relevance in specific situations. The application of different strategies is illustrated with the help of examples from pricing literature. *This course may be offered via distance learning. Pass/No Pass Option.*

032 • HOW TO DISTRIBUTE PRODUCTS 0.5 unit

Total Lecture 8.0 hours

This course outlines strategies for how to distribute products and services. Channels are organized structures of buyers and sellers that bridge the gap of time and space between the manufacturer and the customer. Other strategy-related matters discussed in this course include scope of distribution, use of multiple channels to serve different segments, modification of channels to accommodate environmental shifts, resolution of conflict among channels, and use of vertical systems to institute control over channels. *This course may also be offered via distance learning. Pass/No Pass Option.*

033 • HOW TO PROMOTE PRODUCTS 0.5 unit

Total Lecture 8.0 hours

This course outlines strategies for promoting products and services. These strategies may be designed around advertising, personal selling, sales promotion, direct marketing, or any combination of these. Each strategy is illustrated with real world examples. *This course may be offered via distance learning. Pass/No Pass Option.*

034 • NETWORKING FOR SUCCESS 0.5 unit

Total Lecture 8.0 hours

This course will acquaint students with the basics of networking. Students will learn what networking is and why it is important to career and personal growth. Topics covered include creating a plan for networking, exploring fundamentals of successful networking, and discovering networking tools and strategies. *Pass/No Pass Option.*

035 • DEVELOPING CUSTOMER SURVEYS 0.5 unit

Total Lecture 8.0 hours

This course provides an overview of the marketing research function with an emphasis on customer surveys. Marketing research is concerned with providing information to those decision makers responsible for the efficient and effective operation of the company's marketing activities. The primary focus of this type of research is on the users and potential users of the company's products and the factors that influence their decision to purchase. These factors have an influence on product, price, promotion, and distribution decisions. *This course may be offered via distance learning. Pass/No Pass Option.*

036 • THE MARKETING PLAN 0.5 unit

Total Lecture 8.0 hours

This course allows students to learn the elements of a marketing plan, how to write a good marketing plan and methods for implementing and evaluating the marketing plan. This course may be offered via distance learning. *Pass/No Pass Option.*

037 • PROFESSIONAL EVENT PLANNING 0.5 unit

Total Lecture 8.0 hours

This course will provide basic skills for being a professional event planner. This course may be offered via distance learning. *Pass/No Pass Option.*

040 • PROFESSIONAL SELLING 3.0 units

Total Lecture 54.4 hours

Advisory: MKT056A

Acceptable for credit: California State University

This course presents the principles and practices of professional selling and covers the following topics: the personal qualifications of the salesperson; evaluating the needs of the prospective buyer; locating prospects; securing interviews; types of selling; analyzing the customer; motivation of buyer; sales demonstration and handling of objections; and closing the sale. Emphasis is placed on information, skills, and attitudes. *This course may also be offered via distance learning. Pass/No Pass Option.*

040A • FUNDAMENTALS OF SELLING 0.5 units

Total Lecture 8.0 hours

This course takes students step-by-step through the entire sales process and provides students with basic sales skills. This course may be offered via distance learning. *Pass/No Pass Option.*

040B • PROSPECTING STRATEGIES 0.5 units

Total Lecture 8.0 hours

This course provides students with tools and techniques to build a qualified sales pipeline that will grow business and increase sales. Students practice prospecting skills through role-plays and through applying new insights to determine what has value to the customer. *This course may be offered via distance learning. Pass/No Pass Option.*

042 • SALESFORCE MANAGEMENT 3.0 units

Total Lecture 54.4 hours

Advisory: MKT056A

Acceptable for credit: California State University

This is a course for the student who has had some sales experience and is considering entering the field of sales management. Topics to be covered in this course include organizing the sales force, developing high sales morale within the work force, developing bonus and salary plans, and handling specific case type problems in sales. *Grade/Pass/No Pass*

056A • MARKETING PRINCIPLES 3.0 units

Total Lecture 54.4 hours

Acceptable for credit: California State University

This course covers the areas and various activities involved in the transfer of goods from producer to ultimate customer. The Four Ps - Product, Price, Promotion and Place are covered, as are the Three Cs - Customers, Competitors and Cost. Discussion of marketing concepts and international marketing are incorporated. *This course may also be offered via distance learning. Pass/No Pass Option.*

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<p>056B • MARKETING STRATEGIES 3.0 units <i>Total Lecture 54.4 hours</i> <i>Advisory: Eligibility for ENGL 001A and READ 053</i> This course is designed to aid the student in the integration of marketing knowledge previously acquired in MKT 056A, Marketing Principles. The course covers marketing strategies dealing with the marketing mix: product, price, promotion and distribution. Emphasis is placed on solving practical marketing problems. Marketing exercises, reading and case studies will actively involve students with the newest marketing concepts and practices. <i>This course may also be offered via distance learning. Pass/No Pass Option.</i></p>	<p>066 • BUSINESS-TO-BUSINESS MARKETING 3.0 units <i>Total Lecture 54.4 hours</i> <i>Advisory: MKT056A</i> <i>Acceptable for credit: California State University</i> This course provides an overview of business-to-business marketing—the marketing of goods, services and ideas to businesses. The course will emphasize strategy development and management decision making in marketing to businesses as well as the unique aspects of marketing to organizational buyers. This course may also be offered via distance learning. <i>Pass/No Pass Option.</i></p>
<p>057 • RETAILING PRINCIPLES 3.0 units <i>Total Lecture 54.4 hours</i> <i>Advisory: MKT056A</i> <i>Acceptable for credit: California State University</i> This course involves the study of all activities required to sell consumer goods and services to ultimate consumers or customers. Opportunities in retailing are studied including store location and layout, store organization, pricing and buying, receiving, retail control, sales promotion and customer service. <i>This course may also be offered via distance learning. Pass/No Pass Option.</i></p>	<p>068 • MARKETING CHANNELS 3.0 units <i>Total Lecture 54.4 hours</i> <i>Advisory: MKT056A</i> <i>Acceptable for credit: California State University</i> This course provides an overview of the structure and behavior of marketing channels. There is a strong emphasis on understanding marketing institutions and agencies and on dissecting behavioral aspects of channel relations—roles of members, use of power, and resolution of conflicts. This course may also be offered via distance learning. <i>Pass/No Pass Option.</i></p>
<p>058 • MARKETING RESEARCH 3.0 units <i>Total Lecture 54.4 hours</i> <i>Advisory: MKT056A</i> <i>Acceptable for credit: California State University</i> This course provides an overview of marketing research including survey design, methods of collecting data, and sampling methods. Applications of marketing research in the measurement of potential markets, consumer motivation, advertising, and sales control are also reviewed. <i>This course may also be offered via distance learning. Pass/No Pass Option.</i></p>	<p>070 • PRODUCT MANAGEMENT ESSENTIALS 3.0 units <i>Total Lecture 54.4 hours</i> <i>Advisory: MKT056A</i> <i>Acceptable for credit: California State University</i> This course provides an in-depth understanding of the requirements, issues, and tools involved in marketing products and services. Topics include new product development, branding, packaging, product line extensions, and strategic change over the product life cycle. This course may also be offered via distance learning. <i>Pass/No Pass Option.</i></p>
<p>059 • EFFECTIVE PUBLIC RELATIONS 3.0 units <i>Total Lecture 54.4 hours</i> <i>Acceptable for credit: California State University</i> This course provides an introduction to the basic principles, components and techniques of effective public relations. Topics include media, employee, consumer, community and government relations as well as crisis management. Students will also gain an in-depth understanding of how the Internet is changing communications worldwide. <i>This course may also be offered via distance learning. Pass/No Pass Option.</i></p>	<p>070A • KEYS TO SUCCESSFUL PRODUCT LAUNCH 0.5 units <i>Total Lecture 8.0 hours</i> This course outlines how to launch a product or service successfully. <i>Pass/No Pass Option.</i></p>
<p>059A • PUBLIC RELATIONS BASICS 0.5 unit <i>Total Lecture 8.0 hours</i> This course provides an overview of public relations including a step by step approach to developing a PR campaign. <i>Pass/No Pass Option.</i></p>	<p>072 • SOCIAL MEDIA MARKETING 1.0 units <i>Total Lecture 16.0 hours</i> <i>Advisory: Eligibility for ENGL 108A and READ 053</i> This course examines the latest trends in social media marketing and how marketers can leverage social media networks and web applications to meet marketing goals. Social media includes websites where news, photos, videos, and podcasts are hosted via websites through user submission. Social media marketing may also include online reputation management. <i>This course may also be offered via distance learning. Pass/No Pass Option.</i></p>
<p>059B • MEDIA TRAINING 0.5 unit <i>Total Lecture 8.0 hours</i> This course allows students to develop skills in working with the media including practical tips on how to maximize every media interview. <i>Pass/No Pass Option.</i></p>	<p>072A • BLOGGING FOR BUSINESS 0.5 units <i>Total Lecture 8.0 hours</i> <i>Advisory: Eligibility for ENGL 108A and READ 053</i> This course explores the application of blogging for business. <i>Pass/No Pass Option.</i></p>
<p>060 • INTERNATIONAL MARKETING 3.0 units <i>Total Lecture 54.4 hours</i> <i>Advisory: MKT056A</i> <i>Acceptable for credit: California State University</i> This course focuses on marketing management techniques, and strategies necessary to incorporate the marketing concept when doing business in international markets. The challenges of competing in markets of different cultures and political environments are also reviewed. <i>This course may also be offered via distance learning. Pass/No Pass Option.</i></p>	<p>074 • PURCHASING 3.0 units <i>Total Lecture 54.4 hours</i> <i>Advisory: MKT056A</i> <i>Acceptable for credit: California State University</i> This course is an introduction to the basic principles of purchasing and supply chain management with emphasis on understanding the purchasing and supply processes, organizational concepts, policy, relationships, and tools and techniques including cost/price analysis and value analysis, in a global environment. This course may also be offered via distance learning. <i>Pass/No Pass Option.</i></p>
<p>062 • GLOBAL EXPORTING AND IMPORTING 1.0 unit <i>Total Lecture 16.0 hours</i> <i>Acceptable for credit: California State University</i> This course provides the student with an opportunity to examine the techniques of export/import. Students become familiar with terminology, payment requirements, custom regulations, insurance, warehousing, offshore manufacturing, and documentation with the U.S. Department of Commerce. This course may also be offered via distance learning. <i>Pass/No Pass Option.</i></p>	<p>081 • DIRECT MARKETING 3.0 units <i>Total Lecture 54.4 hours</i> <i>Advisory: MKT056A</i> <i>Acceptable for credit: California State University</i> This course is an introduction to the basic principles and techniques of direct marketing and focuses on practical application of direct marketing concepts. Students will discover how to plan, execute and evaluate a direct-marketing campaign. Each of the direct-marketing media such as direct mail, e-mail, online and print will be discussed. This course may also be offered via distance learning. <i>Pass/No Pass Option.</i></p>

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081A • ADVERTISING PRINCIPLES

3.0 units

Total Lecture 54.4 hours

Advisory: MKT056A

Acceptable for credit: California State University

This course is an introduction to the basic principles and techniques of advertising as applied to business and to media. Advertising with campaigns and the testing of advertising effectiveness will be studied. *Pass/No Pass Option.*

081B • GETTING YOUR FIRST CUSTOMER

0.5 units

Total Lecture 8.0 hours

Advisory: Eligibility for ENGL 108A and READ 053

This course outlines strategies and techniques for getting your first customer. *Pass/No Pass Option.*

081C • DEVELOPING SALES LEAD PROGRAMS

0.5 units

Total Lecture 8.0 hours

Advisory: Eligibility for ENGL 108A and READ 053

This course outlines strategies for developing effective sales lead generation programs. *Pass/No Pass Option.*

081D • DEVELOPING AN AD CAMPAIGN

0.5 units

Total Lecture 8.0 hours

Advisory: Eligibility for ENGL 108A and READ 053

This course provides step-by-step instruction on how to develop an ad campaign. Real world examples are used to illustrate each step. *Pass/No Pass Option.*

082 • CONSUMER BEHAVIOR

3.0 units

Total Lecture 54.4 hours

Advisory: MKT056A

Acceptable for credit: California State University

This course allows students to become better at understanding, predicting and influencing consumer behavior. Emphasis is placed on the economic, psychological and sociocultural factors that affect consumer behavior and the consumer decision process. An analysis of the prevailing consumer behavior theories in the marketplace is also presented. This course may also be offered via distance learning. *Pass/No Pass Option.*

084 • INTERNET MARKETING

3.0 units

Total Lecture 54.4 hours

Advisory: MKT 056A

Acceptable for credit: California State University

This course introduces students to Internet marketing techniques and examines how advanced technologies affect marketing functions. Consideration is given to the development of an organization's marketing strategies in this dynamic environment. *This course may be offered via distance learning. Pass/No Pass Option.*

084A • SEARCH ENGINE MARKETING

0.5 unit

Total Lecture 8.0 hours

This course provides an overview of search engine marketing including both advertising and optimization strategies. *Pass/No Pass Option.*

084B • E-MAIL MARKETING

0.5 unit

Total Lecture 8.0 hours

This course provides an overview of e-mail marketing including how to design an e-mail campaign and evaluate its effectiveness. *Pass/No Pass Option.*

088 • HOW TO SELL YOUR PRODUCTS AND SERVICES IN MEXICO

3.0 units

Total Lecture 54.4 hours

Advisory: MKT 056A

Acceptable for credit: California State University

This course presents an opportunity to study the Mexican market, find the information of need, build your team of experts, establish your sales and Distribution System, move your products and services, and take care of the legal requirements. *Pass/No Pass Option.*

201 • SALES INTERNSHIP

1.0-3.0 units

Total Lab 16.0 - 54.4 hours

This course is intended for students who will complete a certificate in Sales. In this class, the student is introduced to the workplace, the workload and environment of sales. The student will be able to use information provided from other class work and develop a foundation for future employment. *Pass/No Pass Option.*

202 • CUSTOMER SERVICE INTERNSHIP

1.0-3.0 units

Total Lab 16.0 - 54.4 hours

This course is intended for students who will complete a certificate in Customer Service. In this class, the student is introduced to the workplace, the workload and environment of customer service. The student will be able to use information provided from other class work and develop a foundation for future employment. *Pass/No Pass Option.*

203 • PURCHASING INTERNSHIP

1.0-3.0 units

Total Lab 16.0 - 54.4 hours

This course is intended for students who will complete a certificate in Purchasing. In this class, the student is introduced to the workplace, the workload and environment of purchasing. The student will be able to use information provided from other class work and develop a foundation for future employment. *Pass/No Pass Option.*