
MARKETING

MARKETING COURSES

MKTG 50 - Introduction to Marketing

3 units

Marketing as a value exchange process involving all societal members; an overview of product development, pricing, placement, and promotion; Target markets including the demographic and behavioral dimensions of markets; analyses of marketing placement and pricing strategies and the social, cultural, economic, competitive and legal factors affecting marketing mix decisions. 54 hours lecture. AA/AS GE: IV. Transfer: CSU; CSUGE: D7.

Recommended Course Preparation: Eligibility for college-level composition (ENG 1A, ENG 1AEX, or ESL 1A) as determined by college assessment or other appropriate method.

- Credit - Degree Applicable
- Grading Option: Letter or Pass/No Pass

MKTG 56 - Marketing Strategies

3 units

Current marketing trends, strategies, and techniques. Introduction to online and social media marketing. The promotional process and techniques in the development of effective content creation and branding. Advanced theories, principles, and practices of customer service, customer loyalty, and the customer experience. 54 hours lecture. Transfer: CSU.

- Credit - Degree Applicable
- Grading Option: Letter or Pass/No Pass

MKTG 61 - Professional Selling

3 units

Principles and techniques involved in selling products, ideas, and/or services. Focus is on building relationships with others, identifying the reasons a purchase decision may be made. Includes buying motives, communication options, developing commonalities, sales call planning, ethics, follow-up contacts, and customer service. Interactions for face-to-face and online encounters; professional and technical products; consultants; and anyone wanting to improve their interactions with others. 54 hours lecture. Transfer: CSU.

- Credit - Degree Applicable
- Grading Option: Letter or Pass/No Pass