

MARKETING (MKTG)

MKTG G100 **3 Units (54 lecture hours)**

Principles Of Marketing

Grading Mode: Standard Letter, Pass/No Pass

Transfer Credit: CSU.

A survey of the functions of business activity relative to the distribution of goods and services. Studies include retail and wholesale distribution channels, market functions, policies, promotion, pricing, research, product development, and consumer behavior. Graded or Pass/No Pass option.

MKTG G135 **3 Units (54 lecture hours)**

Retail Management

Grading Mode: Standard Letter

Transfer Credit: CSU.

Studies deal with the operations of an established retail business. Problems of merchandising (buying, pricing, stock control, credit control, public and personnel relations) are considered. Emphasis is placed upon solution of actual retail problems. Graded.

MKTG G140 **3 Units (54 lecture hours)**

Digital Marketing and Electronic Commerce

Grading Mode: Standard Letter, Pass/No Pass

Transfer Credit: CSU.

Formerly: Internet Marketing – E-Commerce. This course examines digital marketing and electronic commerce - how they are conducted and managed, as well as major opportunities, limitations, issues, and risks. The course also explores electronic commerce strategy, social and mobile marketing, online security, and how to develop an electronic commerce presence in both business-to-consumer (B2C) and business-to-business (B2B) models. Graded or Pass/No Pass option.

MKTG G157 **1.5 Units (27 lecture hours)**

Finding and Knowing Your Customer

Grading Mode: Standard Letter, Pass/No Pass

Transfer Credit: CSU.

Formerly: Market Research for Small Business. This course is designed to enable those who are interested in launching their own business to inexpensively research their potential customers and determine the best way to satisfy their customer's needs. Understanding the market and target customer(s) is a critical success factor for any business. Graded or Pass/No Pass option.

MKTG G167 **1.5 Units (27 lecture hours)**

Marketing and Social Media for Entrepreneurs

Grading Mode: Standard Letter, Pass/No Pass

Transfer Credit: CSU.

This course is designed to enable new and existing small business owners with concepts and strategies to market their idea or business using social media and other methods. This course includes understanding basic marketing concepts, leveraging social media, and developing a marketing plan. Graded or Pass/No Pass option.