

# MARKETING (MKTG)

## MKTG A100 3 Units (54 lecture hours)

**Introduction to Marketing**  
**Grading Mode:** Standard Letter  
**Transfer Credit:** CSU.

A survey of the major marketing topics of interest to marketing students and practitioners. Studies include: major institutions involved in the marketing process, major tools used by marketers, and environmental forces affecting the marketing process. Emphasis is placed on effective marketing strategy planning. This course may also be offered online.

## MKTG A110 3 Units (54 lecture hours)

**Professional Selling**  
**Grading Mode:** Standard Letter, Pass/No Pass  
**Transfer Credit:** CSU.

Theory and practices of the relational selling process. Covers the basic steps in organizing, developing, and preparing a professional sales presentation. Builds self-confidence and competence in selling oneself as well as products, service, and ideas. Graded or Pass/No Pass option.

## MKTG A130 3 Units (54 lecture hours)

**Principles of Advertising**  
**Grading Mode:** Standard Letter  
**Transfer Credit:** CSU.

Examines the major components of modern advertising and promotion. Key areas explored include the social and economic role of advertising, controls over advertising, planning of the campaign, and the role of research, media playing, advertising strategy and coordination with other elements of marketing. This course may also be offered online.

## MKTG A142 1.5 Units (27 lecture hours)

**Direct Marketing**  
**Grading Mode:** Standard Letter  
**Transfer Credit:** CSU.

Selling to consumers by mail, catalogs, telemarketing, consumer publications, broadcast media, and business-to-business direct marketing. Includes planning, segmentation, budgeting, creating the message, and the legal environment.

## MKTG A150 3 Units (54 lecture hours)

**International Marketing**  
**Grading Mode:** Standard Letter  
**Transfer Credit:** CSU.

A survey of major international marketing topics of interest to international business students and practitioners. Studies include: tools used by global marketers; institutions and environmental forces impacting the marketing process worldwide; and effective strategic planning for global markets. This course may also be offered online.

## MKTG A150H 3 Units (54 lecture hours)

**International Marketing Honors**  
**Grading Mode:** Standard Letter  
**Transfer Credit:** CSU

A survey of major international marketing topics of interest to international business students and practitioners. Studies include: tools used by global marketers; institutions and environmental forces impacting the marketing process worldwide; and effective strategic planning for global markets.

## MKTG A200 3 Units (54 lecture hours)

**Retail E-Commerce Management**  
**Advisory:** MATH A010 or BUS A125.

**Grading Mode:** Standard Letter  
**Transfer Credit:** CSU.

Study of the operations of an established E-Commerce retail business. Concepts of merchandising include buying, pricing, stock control, credit, credit control, omni-channel strategies, logistics, layout, customer service, marketing, and analytical software. Emphasis is on creation and management of an E-Commerce store.

## MKTG A220 3 Units (54 lecture hours)

**Retail Buying**  
**Advisory:** MATH A010 or BUS A125.

**Grading Mode:** Standard Letter  
**Transfer Credit:** CSU.

A study of the principles and techniques of buying for retail organizations, including merchandise selection, planning, control, and use and interpretation of merchandise management reports.