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.

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.

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.

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. Enrollment Limitation: MKTG A150H; students who complete MKTG A150 may not enroll in or receive credit for MKTG A150H.

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. Enrollment Limitation: MKTG A150; students who complete MKTG A150H may not enroll in or receive credit for MKTG A150.

MKTG A200 **3 Units (54 lecture hours)**
Retail E-Commerce Management
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. Enrollment Limitation: FASH A210; students who complete MKTG A200 may not enroll in or receive credit for FASH A210.

MKTG A220 **3 Units (54 lecture hours)**
Retail Buying
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. Enrollment Limitation: FASH A220; students who complete MKTG A220 may not enroll in or receive credit for FASH A220.