

MARKETING (MKTG)

MKTG G100 **3 Units (54 lecture hours)**
Principles Of Marketing
Grading Mode: Standard Letter, Pass/No Pass
Transfer Credit: CSU.

This course introduces the major disciplines of marketing. Studies include market research, planning, product development, pricing, promotion, distribution, branding, eCommerce and social media, and customer service. Career options in sales, marketing, and customer service will be explored. Graded or Pass/No Pass option.

MKTG G135 **3 Units (54 lecture hours)**
Retail Management
Grading Mode: Standard Letter
Transfer Credit: CSU.

This course focuses on the operations of an established retail business. Students learn various aspects of retail management and store operations including merchandising, operations, layout, store organization, site location, and customer service. Emphasis is placed upon current trends in retail and solutions 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.