FINANCE, INTERNATIONAL BUSINESS AND MARKETING

Program Description
This department offers personal and professional, transferable and degree programs in finance. Students interested in the financial services industry should consider the course of study described for the Finance Certificate. Additional courses in personal money management and real estate investment offer opportunities for personal development. These programs have been designed in consultation with leading local professionals. Commercial and investment banks, savings and loans, credit unions, thrifts and finance companies are looking for candidates with these skills.

The International Business Program provides an introduction to the central aspects of international business. Topics include the economic, political and social environments in which we operate; how international activities alter the strategies for success in management tasks of planning, marketing, finance, law and personnel; and the principles associated with the international exchange of goods, services and investments. Unique applied short courses are offered in the spring in international business law and basics of importing and exporting.

Marketing courses are designed to lead people to job opportunities in the fields of advertising, marketing, retail sales, wholesaling and international marketing. Concepts of planning and developing products and services are emphasized, along with studies of packaging, distribution and government regulations.

Program Cost and Outcome
For planning purposes, the website below provides information on the cost of attendance, program length (assuming a student attends full-time), financing options and historical student completion rates: http://www.sbcc.edu/financialaid/gainfulemployment

Programs of Study
Credit Programs
- Finance, Associate in Arts (AA) (https://catalog.sbcc.edu/academic-departments/finance-international-business-marketing/finance-aa)
- International Business, Associate in Arts (AA) (https://catalog.sbcc.edu/academic-departments/finance-international-business-marketing/international-business-aa)
- Marketing, Associate in Arts (AA) (https://catalog.sbcc.edu/academic-departments/finance-international-business-marketing/marketing-aa)
- Finance, Certificate of Achievement (C) (https://catalog.sbcc.edu/academic-departments/finance-international-business-marketing/finance-certificate-achievement)
- International Business, Certificate of Achievement (C) (https://catalog.sbcc.edu/academic-departments/finance-international-business-marketing/international-business-certificate-achievement)
- Marketing, Certificate of Achievement (C) (https://catalog.sbcc.edu/academic-departments/finance-international-business-marketing/marketing-certificate-achievement)
- International Marketing Communication, Skills Competency Award (SCA) (https://catalog.sbcc.edu/academic-departments/finance-international-business-marketing/international-marketing-communication-skills-competency-award)
- International Marketing: Fashion and Beauty, Skills Competency Award (SCA) (https://catalog.sbcc.edu/academic-departments/finance-international-business-marketing/international-marketing-fashion-beauty-skills-competency-award)
- Public Relations, Skills Competency Award (SCA) (https://catalog.sbcc.edu/academic-departments/journalism/public-relations-skills-competency-award)
- Sales and Marketing, Skills Competency Award (SCA) (https://catalog.sbcc.edu/academic-departments/finance-international-business-marketing/sales-marketing-skills-competency-award)
- Web Marketing and Media Design, Skills Competency Award (SCA) (https://catalog.sbcc.edu/academic-departments/finance-international-business-marketing/web-marketing-media-design-skills-competency-award)

Noncredit Programs
- Effective Marketing Communication Management, Certificate of Completion
- Strategic Marketing, Certificate of Completion

Credit Courses
Finance (FIN)
FIN 010 Financial Basics (1 Unit)
Hours: 18 (18 lecture)
Practical money management for students living independently. Topics include career guidance, college financing, budgeting, money, bank accounts, credit cards and debt management.
FIN 100 Personal Money Management (3 Units)
Skills Advisories: Proficiency in MATH 4 and eligibility for ENGL 110 or ENGL 110H.
Hours: 54 (54 lecture)
Thorough introduction to all areas of personal financial planning, including financial goal-setting, budgeting, consumer credit, taxes, insurance, investing, housing, retirement and estate planning. Emphasis on planning and budgeting to satisfy immediate needs and achieve long-term goals.
Transfer Information: CSU Transferable, UC Transferable
FIN 101 Introduction To Finance And Banking (3 Units)
Skills Advisories: Eligibility for ENGL 110 or ENGL 110H and proficiency in MATH 95.
Hours: 54 (54 lecture)
Central concepts of finance are developed: money and economic activity, interest rates and valuation, securities and investments, bank regulation and management. Professionals discuss commercial and real estate loans, loan administration, the cashier's office and trusts.
Transfer Information: CSU Transferable
FIN 201 Investing: Securities Analysis (3 Units)
Skills Advisories: Eligibility for ENG 110 or ENG 110H and proficiency in MATH 95.
Hours: 54 (54 lecture)
Techniques and concepts of investing including: the economic function of financial markets, investment risk and return, bonds and portfolio management, equity investing and fundamental analysis.
Transfer Information: CSU Transferable
FIN 202 Managerial Finance (3 Units)
Skills Advisories: Eligibility for ENG 110 or ENG 110H and proficiency in MATH 95.
Hours: 54 (54 lecture)
Designed to equip the student with the specific techniques of business financial management. Topics include anticipation of cash needs, acquisition of financial resources, and allocation of cash in the company. Financial statement analysis, financing business activity, capital budgeting, and working capital management are emphasized.
Transfer Information: CSU Transferable
FIN 203 Management Of Financial Institutions (3 Units)
Skills Advisories: Eligibility for ENG 110 or ENG 110H and proficiency in MATH 95.
Hours: 54 (54 lecture)
Analysis of the crucial issues of bank management: asset and liability management, liquidity planning, investment strategies, credit administration, and bank regulation.
Transfer Information: CSU Transferable
FIN 204 Real Estate Investment (3 Units)
Course Advisories: BUS 101.
Skills Advisories: Eligibility for ENG 110 or ENG 110H.
Hours: 54 (54 lecture)
Thorough development of the principles and practices of real estate investment. Special topics include financial analysis, commercial leases, property exchange, taxation and depreciation.
Transfer Information: CSU Transferable
FIN 211 Skills in Trade Finance (3 Units)
Skills Advisories: Eligibility for ENG 110 or ENG 110H.
Hours: 54 (54 lecture)
Acquaints the student with the process of international trade finance and the core skills needed to participate in various trade finance situations. The emphasis is on practical information regarding risk management, transactions structure, and finance. Includes presentations, class exercises and field trips.
Transfer Information: CSU Transferable
FIN 290 Work Experience In Finance (1-4 Units)
Skills Advisories: Eligibility for ENG 110 or ENG 110H.
Hours: 300 (300 lab)
75 hours of work experience = 1 unit of credit or 60 hours of non-paid = 1 unit. Consists of supervised employment for students whose career objectives, course of study and employment complement each other. Students must accomplish specific course objectives. Class meetings on campus are scheduled each semester. Course restricted to 3 repetitions
Transfer Information: CSU Transferable

International Business (IBUS)
IBUS 102 Introduction to International Business (3 Units)
Skills Advisories: Eligibility for ENG 110 or ENG 110H.
Hours: 54 (54 lecture)
Basic management principles to the international arena. The environment of international business, including politics, culture and economics, are emphasized. The structure of multinational companies, international trade and international finance also receive attention. Topics include global strategic planning, global organization, global production, marketing, human resources strategies, political risk and negotiation, and international financial management.
Transfer Information: CSU Transferable, UC Transferable
IBUS 109 Basics of Importing and Exporting (3 Units)
Skills Advisories: Eligibility for ENG 110 or ENG 110H.
Hours: 54 (54 lecture)
Practical introduction to the conduct of importing and exporting. Topics include logistics, documents, contract administration, terminology, quality control, and payment procedures.
Transfer Information: CSU Transferable
IBUS 110 International Business Law (1.5 Unit)
Course Advisories: BUS 101 or BUS 102.
Skills Advisories: Eligibility for ENG 110 or ENG 110H.
Hours: 27 (27 lecture)
Introduction to international business law. Topics include contracts, documents, carriage, trade finance, marketing, licensing, regulations and political risk.
Transfer Information: CSU Transferable
IBUS 201 International Human Resource Management (3 Units)
Course Advisories: IBUS 102.
Skills Advisories: Eligibility for ENG 110 or ENG 110H.
Hours: 54 (54 lecture)
Examines the functions of personnel management applied to international business. The first half of the course develops management tasks. Topics include organization, recruitment, training, evaluation, compensation, repatriation and labor relations. The second half of the course focuses on organizational behavior and structure.
Transfer Information: CSU Transferable
IBUS 202 International Trade Skills for Global Business Professionals (3 Units)
Skills Advisories: Eligibility for ENG 98.
Hours: 54 (54 lecture)
Provides a detailed overview of the skills required for a career as a global business professional. Also designed as a preparatory course for those wishing to apply for the NASBITE CGBP designation (www.NASBITE.org).
Transfer Information: CSU Transferable
IBUS 211 Legal Environment of International Business (3 Units)
Hours: 54 (54 lecture)
Introduction to international business law and conflict resolution. Topics include contracts, documents, carriage, trade finance, marketing, licensing, regulations and political risks, as well as negotiations, mediation and arbitration methods.
Transfer Information: CSU Transferable, UC Transferable
IBUS 271 International Fashion and Beauty Product Development (3 Units)
Skills Advisories: Eligibility for ENG 110 or 110H.
Hours: 54 (54 lecture)
Study of fashion and beauty product development. Covers entire product life cycle. Once a product is approved for consumer use, product developers are responsible for its successful public launch. They create and deliver presentations and campaigns to effectively market new items. Product developers plan, prepare and present their new creations. Transfer Information: CSU Transferable

IBUS 273 Global Fashion and Beauty Industry Marketing (3 Units)
Skills Advisories: Eligibility for ENG 110 or 110H.
Hours: 54 (54 lecture)
Global trends in beauty, unlike any other period of time, now cross borders and boundaries via international travel and technology. Understanding the roles of segmentation and consumer behavior in this industry and social era of business is necessary for profitability and long term relationship connections. Transfer Information: CSU Transferable

IBUS 275 Global Fashion Trends in Retail and E-tail (3 Units)
Skills Advisories: Eligibility for ENG 110 or 110H.
Hours: 54 (54 lecture)
Traditional and E-Commerce global fashion and beauty industry. Online shopping has streamlined this process for increased utility for all business channel members. The universal principles of retailing from the first exchange process to the latest E-Commerce are discussed as well as the empowerment of the consumer via social media platforms. Transfer Information: CSU Transferable

Marketing (MKT)

MKT 101 Introduction to Marketing (3 Units)
Skills Advisories: Eligibility for ENG 110 or ENG 110H.
Hours: 54 (54 lecture)
Examines the critical role of marketing in customer-driven marketplaces. Topics covered include marketing research, customer-driven marketing, marketing strategies for profit businesses, as well as not-for-profit businesses and institutions. Includes advertising as well as the other elements of promotion. Course material is reinforced with the use of marketing computer simulation. Transfer Information: CSU Transferable

MKT 120 Relationship Selling (3 Units)
Skills Advisories: Eligibility for ENG 110 or ENG 110H.
Hours: 54 (54 lecture)
Theories, principles and techniques of creating relationships within the process of selling. Study areas include application of current theories within the fields of psychology and technology for obtaining increased buyer-seller relationship utility in the marketplace. Transfer Information: CSU Transferable

MKT 125 Principles Of Customer Service (3 Units)
Skills Advisories: Eligibility for ENG 110 or ENG 110H.
Hours: 54 (54 lecture)
Introduction to the theories, principles and practices of customer service. Analysis of creating complementary relationships that focus on participatory partnering and reciprocity conducted. Transfer Information: CSU Transferable

MKT 135 Public Relations (3 Units)
Same as: JOUR 135
Skills Advisories: Eligibility for English 110 or English 110H.
Hours: 54 (54 lecture)
Survey of public relations history, theories and practices, focusing on applications to business, public and nonprofit agencies and institutions. Practical approach to using the media, creating press releases, organizing and executing campaigns, and promoting favorable relations with various segments of the public. Transfer Information: CSU Transferable

C-ID: JOUR 150.

MKT 164 Online and Mobile Marketing (3 Units)
Same as: MAT 164
Skills Advisories: Eligibility for ENG 98 and ENG 103.
Hours: 54 (54 lecture)
Introduction to those components needed to develop effective online and search engine marketing (SEM) strategies. Emerging digital media and mobile advertising campaigns are emphasized. Includes search engine optimization (SEO), paid placement ads, keyword identification, placement strategies, SEM research and management tools, and WAP advertising applications in mobile marketing and video advertising. Transfer Information: CSU Transferable

MKT 200A Social Media and Self-Branding (3 Units)
Skills Advisories: Eligibility for ENG 98 and 103.
Hours: 54 (54 lecture)
Social Media and self-branding are critical to organizational success in real and digital marketing exchanges. Using social media to convert potential customers into advocates or users. Transfer Information: CSU Transferable

MKT 201A Marketing Strategy and Positioning (3 Units)
Skills Advisories: Eligibility for ENG 98 and 103.
Hours: 54 (54 lecture)
Understand customer and product profitability and how to position your firm and product for growth. Takes an in-depth look at pricing, competitive dynamics, comparative advantage and how to integrate marketing strategy into your overall plan. Understand customer and product profitability and how to position your firm and product for growth. Transfer Information: CSU Transferable

MKT 203 Marketing Communications (3 Units)
Course Advisories: MKT 101.
Skills Advisories: Eligibility for ENG 110 or ENG 110H.
Hours: 54 (54 lecture)
Study of how businesses use marketing to communicate through advertising and public relations. Topics include identifying target markets, selecting types of media, evaluating and developing ads and implementation of public relations programs. Transfer Information: CSU Transferable

MKT 205 Consumer Selling Strategies (3 Units)
Course Advisories: MKT 101.
Skills Advisories: Eligibility for ENG 110 or ENG 110H.
Hours: 54 (54 lecture)
Study of the principles of sales and customer service. Examines how the differences between buyers and sellers impact sales, purchasing and service decisions. Also briefly reviews the use of marketing research methods. Transfer Information: CSU Transferable
MKT 209 International Marketing (3 Units)
Course Advisories: MKT 101.
Skills Advisories: Eligibility for ENG 110 or ENG 110H.
Hours: 54 (54 lecture)
Theory and practice of marketing on an international scale. Presents information on the global nature of the marketing process and its impact on the effectiveness of firms entering a different market. Special emphasis is placed on economic and business systems throughout the world. Provides information about the Pacific Rim and EC markets and their development.
Transfer Information: CSU Transferable

MKT 212 Supply Chain Logistics (3 Units)
Skills Advisories: Eligibility for ENG 110 or ENG 110H.
Hours: 54 (54 lecture)
The key elements of international logistics, including definitions, regulations, documentation, transportation, warehousing and pricing, as well as emerging issues of the industry in today's economy. Includes practical exercises and lectures.
Transfer Information: CSU Transferable

MKT 215 Segmentation and Target Marketing (3 Units)
Course Advisories: MKT 101.
Skills Advisories: Eligibility for ENG 110 or ENG 110H.
Hours: 54 (54 lecture)
Demographics and target marketing are the fundamental concepts by which all ideas begin their developmental process on their way to market launch. Understanding the components of demographics, psychographics, geographics, and benefit segmentation have, through technology, allowed all size target markets to potentially be served and profitability to be achievable.
Transfer Information: CSU Transferable

MKT 220 Introduction To Electronic Commerce (3 Units)
Same as: CIS 220
Course Advisories: BUS 101 and COMP 103.
Skills Advisories: Eligibility for ENG 110 or ENG 110H.
Hours: 54 (54 lecture)
Survey of electronic commerce and the use of the Internet to conduct business. Includes an interdisciplinary exploration of the issues, trends, opportunities and technologies which shape electronic commerce.
Transfer Information: CSU Transferable

Noncredit Courses

International Business (Noncredit)

IBUS NC001 Domestic and Global Issues in Employment Law (0 Units)
Hours: 8 (8 lecture)
Contemporary issues in U.S. and global employment law will be examined and discussed. The focus will cover regulations and legal issues facing in the workplace including sexual harassment and discrimination claims, whistle-blowing, immigration, legal procedures for filing EEO claims, alternatives to litigation, along with employer defense options. Course restricted to 98 repetitions

IBUS NC002 Interviewing and Hiring in the Global Marketplace (0 Units)
Hours: 8 (8 lecture)
Global marketplace techniques and trends in recruitment, investigation, interviewing, and hiring in physical and digital space. Students will learn tools for effective hiring supervision. Course restricted to 98 repetitions

IBUS NC003 Evaluating and Monitoring Performance of Your Global Team (0 Units)
Hours: 8 (8 lecture)
Global organizations measure success by having great relationships with employees. This course is designed to measure which employees understand, communicate and respond to the legal and ethical organizational values and performance standards. Course restricted to 98 repetitions

Marketing (Noncredit)

MKT NC001 Promotional Marketing Tools (0 Units)
Hours: 10 (10 lecture)
Marketing effectiveness includes the creation and maintenance of product (tangible and intangible) brand awareness for organizational profitability. Promotional strategy includes using major marketing tools such as public relations, advertising, relationship selling, and social media. A successful marketing campaign is correctly timed and mixed and translates to increased sales and customer loyalty in profit and non-profit sectors. Learn to use marketing communication as a growth and customer retention tool. Learn how to cement relationships to gain the lifetime value of every customer. Course restricted to 98 repetitions

MKT NC002 Business Branding (0 Units)
Hours: 10 (10 lecture)
Learning to identify and implement a branding strategy in a sharable and saleable global marketplace requires responding to existing needs and wants of customers. Social media use in building a brand with “trust credits critical business relationships. Digital data once gathered on current websites such as LINKED IN, TWITTER, FACEBOOK create mutual understanding between the seller and the buyer in the relationship process from product creation to profit taking. Course restricted to 98 repetitions

MKT NC003 Marketing Maps (0 Units)
Hours: 10 (10 lecture)
Marketing effectiveness includes the creation and maintenance of product (tangible and intangible) brand awareness for organizational profitability. Promotional strategy includes using major marketing tools such as public relations, advertising, relationship selling, and social media. A successful marketing campaign is correctly timed and mixed and translates to increased sales and customer loyalty in profit and non-profit sectors. Learn to use marketing communication as a growth and customer retention tool. Learn how to cement relationships to gain the lifetime value of every customer. Course restricted to 98 repetitions

MKT NC004 Mobile Marketing (0 Units)
Hours: 10 (10 lecture)
Mobile marketing encompasses global exchange activities on devices such as smartphones, tablets, and various others. Businesses today look for customer based profitability and investment solutions using mobile devices which also offer customers instant feedback and satisfaction. These devices attract, engage, acquire, and retain local and international customers. Mobile communication offers solutions via gathering data, insights, and content in the marketplace in real time. Course restricted to 98 repetitions
MKT NC005 Creating Effective Communication in Promotional Marketing
(0 Units)
Hours: 16 (16 lecture)
This course focuses on the promotional aspect of marketing and the different communication techniques used to raise customer awareness and interest. Students will learn how to identify the mediums that will be most effective to a targeted market. Both business-to-consumer and business-to-business strategies will be covered. These techniques will help students succeed in various careers such as sales, public relations, copywriting, and other marketing positions. Course restricted to 98 repetitions

MKT NC006 Managing a Marketing Campaign Project (0 Units)
Hours: 16 (16 lecture)
Focuses on the research, planning, execution, and evaluation of a marketing campaign. Examines the specific activities used to promote products, services, and businesses. Multiple mediums that carry the message of the marketing campaign will be covered. Explores how companies use marketing campaigns to reinforce branding and positioning. Course restricted to 98 repetitions

MKT NC007 Self-Management and Development (0 Units)
Hours: 16 (16 lecture)
Focuses on self-management skills that encourage behavior that results in the achievement of personal and professional goals. These can include activities that improve awareness and identity, develop talents and potential, build human capital, and facilitate employability, enhance quality of life, and contribute to the realization of dreams and aspirations. Course restricted to 98 repetitions