

MARKETING

Overview

The Marketing Program is 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. Courses consist of a study of the marketing product and service experience, including branding, pricing, launch, customer and public relations, with a special emphasis on the understanding of business and individual consumer behavior, demographics and target marketing. A special focus will be on the role and importance of conducting, analyzing and utilizing valid market research as well as the use of social media in promotions. The program will also detail international advertising efforts made by multinational corporations towards a product's initial release. Finally, a core focus is understanding how to employ publicity campaigns to assess risk and manage customer expectations. Collectively, the program's goal is to prepare students for future employment opportunities by providing them with the necessary skill set and practice to define a marketing problem and recommend actions to improve an organization's marketing activities.

Main Competencies include: Advertising and Selling; Relationships and Customer Services; Branding and Differentiation; Public Relations; Online/Social Media Promotion; Strategy and Positioning; Communications; Supply Chain Management

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Programs of Study

Associate Degrees

- Marketing, Associate of Science (AS) (<https://catalog.sbccc.edu/academic-departments/marketing/marketing-as/>)

Certificates of Achievement

- Marketing, Certificate of Achievement (C) (<https://catalog.sbccc.edu/academic-departments/marketing/marketing-certificate-achievement/>)

Skills Competency Awards

- International Marketing Communication, Skills Competency Award (SCA) (<https://catalog.sbccc.edu/academic-departments/marketing/international-marketing-communication-skills-competency-award/>)
- International Marketing: Fashion and Beauty, Skills Competency Award (SCA) (<https://catalog.sbccc.edu/academic-departments/marketing/international-marketing-fashion-beauty-skills-competency-award/>)
- Public Relations, Skills Competency Award (SCA) (<https://catalog.sbccc.edu/academic-departments/journalism/public-relations-skills-competency-award/>)
- Sales and Marketing, Skills Competency Award (SCA) (<https://catalog.sbccc.edu/academic-departments/marketing/sales-marketing-skills-competency-award/>)
- Web Marketing and Media Design, Skills Competency Award (SCA) (<https://catalog.sbccc.edu/academic-departments/marketing/web-marketing-media-design-skills-competency-award/>)

Credit Courses

MKT 101 Introduction to Marketing (3 Units)

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 many 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)

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)

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

MKT 164 Online and Mobile Marketing (3 Units)

Same as: MAT 164

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)

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)

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)

Hours: 54 (54 lecture)

Study of how businesses use marketing to communicate through traditional advertising, digital marketing 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)

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.

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)

Hours: 54 (54 lecture)

The key elements of international logistics, including definitions, regulations, documentations, 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.

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

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

MKT 221 Tourism and Hospitality Marketing (3 Units)

Hours: 54 (54 lecture)

Examines the field of marketing in the global tourism and hospitality industries. Provides students with a broad understanding of planning, organizing, leading and implementing marketing strategies. Topics covered include examination of tourism management and marketing concepts involving strategic planning, decision making, organizational planning, social responsibility and diversity in a global marketplace.

Transfer Information: CSU Transferable

MKT 223 Digital Destination Marketing (3 Units)

Hours: 54 (54 lecture)

Examines the specific role of digital marketing in a global customer driven economic space. Topics covered include general marketing communication concepts, social media marketing, e-commerce, and consumer selling strategies. Special topics include digitization practices for the tourism industry and maximizing customer relationships.

Transfer Information: CSU Transferable

MKT 225 Strategic Positioning in Global Tourism (3 Units)

Hours: 54 (54 lecture)

Explores current strategies leveraged by physical and digital based tourism companies. Examines the impact of various strategies in a global customer driven economic space. Topics covered include S.W.O.T. analysis, customer relationship management, innovative tourism strategies, experiential tourism and sustainable tourism.

Transfer Information: CSU Transferable