

# Marketing

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## Marketing

### Program Description

Marketing involves a variety of activities including selection of target customer, product development, promotion, pricing and distribution. It applies equally to services, ideas, non-profit organizations, and the individual.

### Certificate of Achievement and Associate in Science Degree

A Certificate of Achievement can be obtained by completing the 30-unit major. The Associate in Science Degree can be obtained by completing the 30-unit major, general education requirements, and electives. All courses for this major must be completed with a minimum grade of C or a P if the course is taken on a Pass/No Pass basis.

### Program Outcomes

Students who complete the Marketing Certificate of Achievement / Associate Degree will be able to:

1. Apply marketing research principles to a company's product or service.
2. Apply advertising principles to promote a firm's image and product/service offering.
3. Develop a marketing plan for a business using the fundamental elements of the marketing mix.

### REQUIRED COURSES ..... Units

BUS 005 Introduction to Business ..... 3

BUS 018 Legal Environment of Business ..... 3

BUS 181 Business Mathematics ..... 3

CIS 001 Introduction to Computer Science ..... 3

or

CIS 050 Microcomputer Applications ..... 3

ECON 002 Principles of Economics (Microeconomics) .. 3

MGMT 050 Principles of Management ..... 3

or

MGMT 191 Human Relations ..... 3

MKT 171 Introduction to Marketing ..... 3

MKT 172 Market Management and Planning ..... 3

MKT 173 Principles of Selling ..... 3

MKT 174 Retail Merchandising ..... 3

**Required Major Total Units ..... 30**

**CSU General Education or IGETC Pattern units.... 37-39**

**Transferable Electives (as needed to reach 60 units)..... 0**

**Total Degree Units CSU GE or IGETC ..... 64-66**

**Solano General Education..... 21**

**Electives (as needed to reach 60 units)..... 9**

**Total Degree Units Solano GE..... 60**

*\* 3 units may be double counted toward both the major area of emphasis and CSU General Education or IGETC Pattern. Consult with a counselor for more information on completing this degree.*

This is a Gainful Employment Program. For additional information, please visit [http://www.solano.edu/gainful\\_employment/](http://www.solano.edu/gainful_employment/) and select "Marketing."

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## **MKT 171 Introduction to Marketing**

**3.0 Units**

*Course Advisory: SCC minimum English and Math standards.  
Hours: 48-54 lecture.*

A comprehensive study and analysis of initiating the marketing process (for both profit and non-profit organizations) with special emphasis on understanding the consumer and detailed studies of demographics and target marketing. Includes the role of marketing research, the process of defining a marketing problem and then systematically collecting and analyzing information to recommend actions to improve an organization's marketing activities.

## **MKT 172**

**3.0 Units**

### **Marketing Management and Planning**

*Course Advisory: SCC minimum English and Math standards.  
Hours: 48-54 lecture.*

Marketing methodology related to all channels of distribution including pricing strategies, new product/services, and the development and evaluation of breakthrough opportunities. Practical applications in dealing with government regulations and the career field of sales, promotion/advertising.

## **MKT 173 Principles of Selling**

**3.0 Units**

*Course Advisory: SCC minimum English and Math standards.  
Hours: 48-54 lecture.*

The application of traditional selling skills including the approach, demonstrating the product, answering the customer's objections, and closing the sale to the customer's satisfaction.

## **MKT 174 Retail Merchandising**

**3.0 Units**

*Course Advisory: SCC minimum English and Math standards.  
Hours: 48-54 lecture.*

A comprehensive study of the principles and practices of merchandising management of product/services, with emphasis on store location analysis, layout, customer services, buying, sales promotion, consumer credit, and understanding consumer needs and wants. Course includes practical applications related to start-up of a new business and legal constraints of organizing, selling, advertising, consumer relations and personnel practices.