

BUSINESS, MARKETING (MKTG)

MKTG 40 3 units

Salesmanship

54 hours lecture

Grading: letter grade.

This course is designed for those looking at a career in professional sales or as a refresher for current sales professionals. The course objective is to develop a thorough understanding of the importance of professional selling within the entire marketing process, with an emphasis on developing strong customer relationships.

Transferable to CSU Only

MKTG 41 3 units

Marketing Communications

54 hours lecture

Grading: letter grade.

This course will help the student develop a thorough understanding of the various forms of marketing communications, such as advertising, sales promotion, direct-response and publicity/public relations. The focus will be on the concept of Integrated Marketing Communications as one of the functions of marketing strategy.

Transferable to CSU Only

MKTG 47 3 units

Essentials of Marketing

54 hours lecture

Grading: letter grade.

This course will analyze the importance of the marketing concept throughout an organization. Students will develop the skills necessary to plan, organize and implement a marketing strategy for a product or service. These skills are useful for both entry and mid-level marketing positions.

Transferable to CSU Only