

BUSINESS: SALES, MERCHANDISING & MARKETING (BUSS)

BUSS 33 Advertising and Promotion

3 Units (Degree Applicable, CSU)

Lecture: 54

Characteristics and role of advertising and promotion in business. Emphasis is placed on promotional mix, trend and forecast research, and developing a comprehensive multimedia promotion plan including advertising layout and copy.

BUSS 34 Social Media Marketing

3 Units (Degree Applicable)

Lecture: 54

An introduction to basic social media marketing concepts, strategies, and techniques in a global online marketplace. A basic understanding of the creation, execution, transmission, and evaluation of social media and social networks concerned with the advertising and promotion of products and services.

BUSS 35 Professional Selling

3 Units (Degree Applicable, CSU)

Lecture: 54

Prerequisite: Eligibility for ENGL 68 or AMLA 90

Principles of selling and the role of a salesperson in the marketing process. Includes characteristics and skills necessary for a successful salesperson, techniques for prospecting and/or qualifying buyers, buyer behavior, and critical steps in the selling process. Students develop and offer a sales presentation for a selected product, service, or concept.

BUSS 36 Principles of Marketing

3 Units (Degree Applicable, CSU)

Lecture: 54

Prerequisite: Eligibility for ENGL 68

Organization and function of system of distributing goods and services from the point of production to the consumer. Preparation of a marketing plan using product, distribution, promotional and pricing strategies.

BUSS 50 Retail Store Management and Merchandising

3 Units (Degree Applicable, CSU)

Lecture: 54

Principles and practices used in the management and merchandising of retail stores. Includes critical buying function, merchandising, promotional techniques, site selection, layout, staffing, market positioning, and customer service.

BUSS 79 Work Experience in Marketing Management

1-4 Units (Degree Applicable)

(May be taken for Pass/No Pass only)

Prerequisite: BUSS 33 or BUSS 35 or BUSS 36 or BUSS 50 and compliance with Work Experience regulations as designated in the College Catalog

Job experience in an approved work site relating to classroom-based learning for marketing students. A minimum of 75 paid or 60 non-paid clock hours per semester of supervised work is required for each unit of credit. It is recommended that the hours per week be equally distributed throughout the semester.

BUSS 85 Special Issues in Marketing

2 Units (Degree Applicable)

(May be taken for option of letter grade or Pass/No Pass)

Lecture: 36

Provides marketing students with an opportunity to problem solve and develop a marketing plan or related project as requested by a local business to add to the creation of a career portfolio.