

Management

Dean - Monica Flores, 916-608-6620

Counseling - FLC/RCC 916-608-6500; EDC 530-642-5645

DEGREE A.A.—Management

This broad-based management program offers introductory courses as well as more specialized ones ranging from studies of the standard corporate organization to analyzing the small business.

Managers help organizations achieve their objectives through effective planning, organizing, directing, and controlling. The management program attempts to develop an understanding of the importance and diversity of its related fields.

This program prepares students for entry into a company management training program and upgrades the skills of those already working in industry, allowing them to advance to supervisory positions. Students planning vocations in personnel services or analyst positions in state or federal government service should also consider this degree program.

Career Options

Branch Manager; Department Manager; First-line Supervisor; Office Manager; Plant Manager; Project Manager; Entrepreneur; Shift Supervisor; Small Business Owner/Manager

Some career options may require more than two years of college study.

Highlights

Additional training in courses acceptable as electives for civil service professional occupations

Hands-on experience in the use of computers for business purposes

Opportunities for work experience in local industry, business, and government

A lab with tutorial assistance

DEGREE

A.A.—Management

REQUIRED PROGRAM Units

Business Core:

ACCT 301 (1A)	Financial Accounting	4
BUS 310 (8)	Business Communications	3
BUS 330 (15)	Managing Diversity in the Workplace	3
BUS 340 (18A)	Business Law	3
BUS 300 (20)	Introduction to Business	3
BUSTEC 302 (BUS 41)	Computer Keyboarding	2
MKT 300 (20)	Principles of Marketing	3
ECON 302 (1A)	Principles of Macroeconomics or	
ECON 320 (14)/BUS 320 (14)	Concepts of Personal Finance	3
CISC 310 (CIS 3)	Intro to Computer Information Science or	

Three (3) units to include:

CISC 300 (CIS 1) Computer Familiarization (1) **and**

Any two (2) additional units selected from:

CISA 300 (CIS 11A), CISA 310 (CIS 12A), CISA 320 (CIS 13A), CISC 320 (CIS 14A), CISA 340 (CIS 15A), CISC 350 (CIS 16A), CISA 330 (CIS 17A), CISA 350 (CIS18A)	3
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Management Option:

MGMT 362 (24)	Techniques of Management	3
MGMT 372 (23)	Human Relations & Organizational Behavior	3

Plus six (6) units selected from:

BUS 350 (25), 210 (71A), 218 (71E), 224 (71-I);

Plus three (3) units selected from:

BUS 498 (98) Work Experience **or**
Human/Career Development (any course combination)

TOTAL UNITS REQUIRED 42

Suggested Elective:

ACCT 311 (1B)

MGMT 308
Personnel and Human Resources Management **3 Units**

Formerly: MGMT 22

Prerequisite: None

Course Transferable to CSU

Hours: 54 hours LEC

This course presents the student with the materials necessary to begin the complex study and analysis of such areas as civil rights, labor law, the personnel "Human Resources" organization and various management theories currently found in both public and private sector organization.

MGMT 360
Management Communication
3 Units

Formerly: MGMT 21

Prerequisite: None

Advisory: MGMT 362.

Course Transferable to CSU

Hours: 54 hours LEC

This course provides skill training in coping with communication problems in organizations and includes the study of the communication process, the analysis of the barriers to effective oral and written communication, and the development of guidelines to improve interpersonal relations within an organization through the effective methods of oral and written communications.

MGMT 362
Techniques of Management
3 Units

Formerly: MGMT 24

Prerequisite: None

Course Transferable to CSU

Hours: 54 hours LEC

This is a basic course in management that introduces a variety of modern management concepts. This course includes the basic management functions of planning, organization, staffing, leadership, and control. In addition, such concepts as team development, communication, business ethics, and global management perspectives will be discussed.

MGMT 372
Human Relations and Organizational Behavior **3 Units**

Formerly: MGMT 23

Prerequisite: None

Course Transferable to CSU

Hours: 54 hours LEC

Effective human interaction principles that build confidence, competence and positive attitudes in work organizations are learned in this course. Topics that include the basis for human behavior, perception, communication, motivation, performance improvement, group behavior, ethics and social responsibility are major areas of emphasis. This course emphasizes the psychology of human relations management.

MGMT 495
Independent Studies in Management
1-3 Units

Formerly: MGMT 49I

Prerequisite: None

Course Transferable to CSU

Hours: Variable

See Catalog under Alternative Credit/ Study Options

MGMT 498
Work Experience in Management
1-4 Units

Formerly: MGMT 98

Prerequisite: None

Course Transferable to CSU

Hours: Variable

See Catalog under Alternative Credit/ Study Options

MGMT 499
Experimental Offering in Management **.5-4 Units**

Formerly: MGMT 49

Prerequisite: None

Course Transferable to CSU

Hours: Variable

See Catalog under Alternative Credit/ Study Options

Marketing

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DEGREE A.A.—Marketing

Marketing is a dynamic area of study that provides immediate job and career opportunities after one course or the completion of a degree. The skills learned are easily converted into well-paying careers by many students. There is no limit to your success when these areas of study are utilized successfully. The skills learned are essential for international and domestic business and for companies large and small.

Career Options

Buyer; Account Executive; Entrepreneur; Investment Counselor; Marketing Services; Stockbroker; Purchasing Agent; Salesperson; Shipping Clerk; Marketing Manager; Export / Import

Some career options may require more than two years of college study.

Highlights

Additional training in courses acceptable as electives for civil service professional occupations

Opportunities for Work Experience in local industry and business

Training in a career where one third of the presidents of Fortune 500 corporations have marketing backgrounds

Coursework in international marketing

A lab with tutorial assistance

DEGREE A.A.—Marketing

Marketing (MKT)

REQUIRED PROGRAM Units

Business Core:

ACCT 301 (1A)	Financial Accounting (4) or	
ACCT 101 (60)	Fundamentals of College Accounting (3)	3-4
BUS 310 (8)	Business Communication	3
BUS 330 (15)	Managing Diversity in the Workplace	3
BUS 340 (18A)	Business Law	3
BUS 300 (20)	Introduction to Business	3
BUSTEC 302 (BUS 41)	Computer Keyboarding	2
CISC 310 (CIS 3)	Intro to Computer Information Science (3) or	

Three (3) units to include:

CISC 300 (CIS 1) Computer Familiarization (1) **and**

Any two (2) additional units selected from:

CISA 300 (CIS 11A), CISA 310 (CIS 12A), CISA 320 (CIS 13A), CISC 320 (CIS 14A), CISA 340 (CIS 15A), CISC 350 (CIS 16A), CISA 330 (CIS 17A), CISA 350 (CIS18A)	3
ECON 302 (1A) Principles of Macroeconomics or	
ECON 320 (14)/BUS 320 (14) Concepts of Personal Finance	3
MGMT 362 (24) Techniques of Management	3

Marketing Option:

MKT 300 (20) Principles of Marketing	3
MKT 310 (22) Selling Professionally	3
MKT 312 (24) Retailing or	
BUS 350 (25) Small Business Management/ Entrepreneurship or	

Three (3) units selected from:

BUS 210 (71A), 212 (71B), 214 (71C), * 220 (71F), 224 (71-I)	3
MKT 314 (26)/CMED 376 (60) Advertising	3
BUS 498 (98) Work Experience (3) or	
Human/Career Dev. (any course combination)	3
TOTAL UNITS REQUIRED	41-42

Suggested Electives:

CISA 340 (CIS 15A), CISA 330 (17A); RE 300 (19)

* Not offered at Folsom Lake College, but available at other Los Rios colleges

MKT 120

Survey of International Business

3 Units

Formerly: MKT 50

Prerequisite: None

Hours: 54 hours LEC

This course is a comprehensive overview of international business designed to provide both beginners and experienced business people with a global perspective on international trade including foreign investments, impact of financial markets, and the operation of multi-national corporations.

MKT 122

International Marketing

3 Units

Formerly: MKT 51

Prerequisite: None

Hours: 54 hours LEC

This course presents the problems of marketing in the international marketplace and how marketers approach and solve them. The course focuses on concepts and principles by teaching the theory and practice of international marketing through the use of practical examples and actual case studies of international, both United States and foreign, marketing organizations. Studies include: international marketing position of the United States, market entry strategies, analysis of foreign markets, culture and marketing, product design, pricing, distribution, promotion and sales.

MKT 132

Basics of Exporting

1.5 Units

Formerly: MKT 54A

Prerequisite: None

Hours: 27 hours LEC

This course covers the different aspects of exporting and affords the student a working knowledge of the various terms and techniques essential to exporting. Studies include marketing, organization, regulation, terms of access, documentation, shipment and financing involved with international movement of merchandise, trade patterns by countries and commodities.

MKT 134
Basics of Importing **1.5 Units**

Formerly: MKT 54B

Prerequisite: None

Hours: 27 hours LEC

This course is an overview of the steps involved in importing a product or service from beginning to end. Course includes an introduction to the United States Customs Service, what customs brokers do, duty rate structure and determination, basic laws affecting imports, currency exchange and letters of credit. Practical advice about storage and transportation of shipments after they have cleared customs will also be shared.

MKT 295
Independent Studies in Marketing
1-3 Units

Formerly: MKT 99I

Prerequisite: None

Hours: Variable

*See Catalog under Alternative Credit/
Study Options*

MKT 299
Experimental Offering in Marketing
.5-4 Units

Formerly: MKT 99

Prerequisite: None

Hours: Variable

*See Catalog under Alternative Credit/
Study Options*

MKT 300
Principles of Marketing **3 Units**

Formerly: MKT 20

Prerequisite: None

Course Transferable to CSU

Hours: 54 hours LEC

This course is a general overview of marketing principles. The course covers the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals. Elements of the marketing environment such as government regulation, environmental protection, competition, and consumer behavior will be analyzed.

MKT 310
Selling Professionally **3 Units**

Formerly: MKT 22

Prerequisite: None

Course Transferable to CSU

Hours: 54 hours LEC

This course shows the importance of good selling techniques and the personal qualifications required for effective selling. It emphasizes the development of a business personality and its application to the approach direction, and closing of a sale. It also examines various kinds of selling experience: direct, industrial, wholesale and retail. This course is recommended for men and women preparing for various technical fields as well as all business majors.

MKT 312
Retailing **3 Units**

Formerly: MKT 24

Prerequisite: None

Course Transferable to CSU

Hours: 54 hours LEC

Retailing is a business that provides goods and services to customers for their personal use. This course will study modern retail operations with emphasis on consumer behavior, store location and layout, sourcing of goods, pricing, organization, promotion, management and other pertinent factors of retail operations.

MKT 314
Advertising **3 Units**

Formerly: MKT 26

Prerequisite: None

Course Transferable to CSU

Hours: 54 hours LEC

This course is an introduction to the field of advertising, its history, purpose, institutions, and functions. Studies are made of the various media used in general advertising, as well as the effective use of these media. Students will produce ads and advertising campaigns. Not open to students who have received credit for CMED 376.

MKT 330
Internet Marketing **3 Units**

Formerly: MKT 21

Prerequisite: None

Course Transferable to CSU

Hours: 54 hours LEC

This course is designed to provide both the novice and skilled business person with a working knowledge of how to use Internet marketing. We will teach students to interact with specialists to devise strategies that build customer relations through technological strategies. These specialists may include network specialists, systems analysts, graphic designers, or web masters. Students will have a good understanding of how this technology can be used to help his/her business be more successful.

MKT 495
Independent Studies in Marketing
1-3 Units

Formerly: MKT 49I

Prerequisite: None

Course Transferable to CSU

Hours: Variable

*See Catalog under Alternative Credit/
Study Options*

MKT 498
Work Experience in Marketing
1-4 Units

Formerly: MKT 98

Prerequisite: None

Course Transferable to CSU

Hours: Variable

*See Catalog under Alternative Credit/
Study Options*

MKT 499
Experimental Offering in Marketing
.5-4 Units

Formerly: MKT 49

Prerequisite: None

Course Transferable to CSU

Hours: Variable

*See Catalog under Alternative Credit/
Study Options*