

**PROGRAM APPROVAL APPLICATION**  
**NEW or SUBSTANTIAL CHANGE or LOCALLY APPROVED**  
**(This application may not exceed 3 pages)**

**Fill In Form**

Low-Unit Certificate in New Media Marketing  
 Proposed Program Title

August 22, 2016  
 Projected Program Start Date

Saddleback College  
 College

South Orange County Community College District  
 District

**Contact Information**

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 Voting Member

Dean, ATAS  
 Title

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 Phone Number

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 Email

**Goal(s) of Program (Check all that apply):**

- Career Technical Education (CTE)                       Transfer                       Other

**Type of Program (Check all that apply):**

- Certificate of Achievement 12-17 (or 17-27 quarter) units                       Certificate of Achievement 18+ semester (or 27+ quarter) units  
 Associate of Science Degree                       Associate of Arts Degree

**Reason for Approval Request (Check One):**

- New Program                       Substantial Change                       Locally Approved

**Program Information**

0509.00                      Recommended [Taxonomy of Program \(TOP\) Code](#)

n/a                      Units for Major-Degree

n/a                      Total Units for Degree

13                      Required Units-Certificate

**Written Form**

**1. Insert the description of the program as it will appear in the catalog. (See PCAH pp. 142 and 170)**

This low-unit certificate in New Media Marketing is designed to prepare students for various marketing, sales, and advertising entry-level or management assistant positions; to assist existing marketing managers and sales professionals in upgrading their skills; and to open up new career opportunities within the marketing field. Upon successful completion of the requirements for this certificate, students will have enough knowledge of marketing to succeed in a position related to social media marketing.

**2. Provide a brief rationale for the program.**

Students completing the low-unit certificate in New Media Marketing benefit in three key ways:

- 1) These students will have cutting edge and relevant skills needed for entry-level positions or career advancement

opportunities within marketing, particularly in the areas of new and digital media. They will be able to communicate clearly and produce high-quality communication tools that will help their employing firms to grow and compete. They will have a better understanding of how to adapt to new media and marketing strategies, which will make them highly valued marketing employees in their firms.

2) Inclusion of BUS 196 – Workplace Success Skills provides students with the soft skills valued, expected, and demanded by employers.

3) Completion of this low-unit certificate with the BUS 13 or BUS 1 elective options provides them with two core courses required by most of the business certificates, making this low-unit certificate eminently stackable.

### 3. Summarize the Labor Market Information (LMI) and employment outlook (including citation for the source of the data) for students exiting the program. (See PCAH pp. 85-88, 136, 147, 148, 165, 168, and 176)

The low-unit certificate in New Media Marketing will prepare students for entry-level employment opportunities in a cluster of occupations including: Advertising (SOC 09-0903) and Retailing/Retailing Operations (SOC 52.1803). The following summarizes the aggregate LMI in Orange County for the aforementioned occupations.

- The 2015-2020 job change is projected to be 523,902 jobs (+6.1% growth) with the most significant growth being in Advertising and Promotions Managers (11-2011) (From 1,823 to 1,905 jobs, 4% increase). Annual openings are projected to be 25,371, with some of those being seasonal openings.
- Average entry level wage for the occupational cluster is \$18.40/hour with a median wage of \$13.12/hour. The largest median wage is for Advertising and Promotions Managers at \$49.09/hour.
- There were 101 regional program completions in 2014 within the following related programs: Marketing/Marketing Management, General (CIP 52.1401); Business Management, Marketing, and Related Support Services, Other (CIP 52.9999); Public Relations/Image Management (CIP 09.0902); Sales, Distribution, and Marketing Operations, General (CIP 52.1801); and Retail Management (CIP 52.0212).

With 25,371 annual job openings, 101 related regional completions, and 1,319 similar program completions, there is an annual net demand of 24,052 openings. This demand gap warrants the regional need for this new program.

Source: EMSI Q3 2016 Data Set – [www.economicmodeling.com](http://www.economicmodeling.com)

### 4. List similar programs at other colleges in the Los Angeles and Orange County Region which may be adversely impacted. (There is space for 10 listings, if you need more, please contact [laocrc@sccollege.edu](mailto:laocrc@sccollege.edu))

College	Program	Who You Contacted	Outcome of Contact
Cypress College	Social Network Marketing Certificate	Kathleen Pinckard kpinckard@cypresscollege.edu	No response
Cypress College	Professional Marketing Certificate	Kathleen Pinckard kpinckard@cypresscollege.edu	No response
Orange Coast College	Certificate of Specialization in Entry-Level Marketing	Lee Gordon lgordon@occ.cccd.edu	No response
Orange Coast College	Certificate of Achievement in General Marketing	Lee Gordon lgordon@occ.cccd.edu	No response
Santiago Canyon College	Certificate of Proficiency in General Marketing	Steven Deeley Deeley_steven@sccollege.edu	No response
Coastline College	Certificate of Achievement in Marketing		No response
Fullerton College	Vocational Certificate in Marketing	Doug Benoit dbenoit@fullcoll.edu	Approved new program, although FC discontinued its

Goldenwest College	Marketing Certificate of Achievement	David D. Gatewood dgatewood@gwc.cccd.edu	program in the 2015-16 academic year No response
Santa Ana College	Certificate of Proficiency in Modern Marketing	Madeline Grant grant_madeline@sac.edu	No response
Long Beach City College	Business and Management	Karen Faulkner kfaulkner@lbcc.edu	No response
Mt. San Antonio College	Marketing Management	Jennifer Galbraith jgalbraith@mtsac.edu	No response

**5. List all courses required for program completion, including core requirements, restricted electives and prerequisites. (There is space for 20 listings, if you need more, please contact [laocrc.sccollege.edu](http://laocrc.sccollege.edu)). (See PCAH pp. 143 and 171)**

Courses	Course Number	Course Title	Units
Required Core	BUS 135	Marketing	3
Required Core	BUS 105	Social Media Marketing	3
Required Core	BUS 196	Workplace Success Skills	1
Restricted Electives	BUS 1	Introduction to Business	3
Restricted Electives	BUS 109	eCommerce Marketing	3
Restricted Electives	BUS 137	Professional Selling Fundamentals	3
Restricted Electives	BUS 138	Advertising	3
Restricted Electives	BUS 136	Principles of Retailing	3
Restricted Electives	CWE	Cooperative Work Experience (internship)	1-4
Restricted Electives	CIM 112	Microsoft Office	3
Restricted Electives	CIMA 102	Word Processing – Word	3
Restricted Electives	CIMA 102A	Word Processing – Word Beginning	1.5
Restricted Electives	CIMA 102B	Word Processing – Word Intermediate	1.5
Restricted Electives	CIMA 108	Business Presentations: PowerPoint	3
Restricted Electives	CIM 274A	Web Digital Imagery: Photoshop – Beginning	1.5
Restricted Electives	CIMW 110A	Intro To Creating Web Pages I Using Dreamweaver & WP	1.5
Restricted Electives	BUS 13	Legal Environment & Business Law	3

**6. Include any other information you would like to share.**