

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

Fill In Form

Marketing Management Certificate

Proposed Program Title

FULLERTON COLLEGE
College

FALL 2017

Projected Program Start Date

North Orange County Community College District
District

Contact Information

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Voting Member

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Phone Number

Dean, Business and CIS Division
Title

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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](#)

Units for Major-Degree

Total Units for Degree

31-34 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)

The Marketing Management Certificate is designed for students who intend to seek immediate employment in the field of marketing and/or business, and those presently employed in marketing but seeking advancement. Graduates of this program may be employed in several jobs and career areas such as Advertising and Promotions Manager, Marketing Manager, Agent and Business Manager of Artists, Performers, and Athletes, Market Research Analyst and Marketing Specialist. A minimum grade of C is required in each course taken. This certificate requires 31-34 units.

2. Provide a brief rationale for the program.

We have offered this program for many years, but it was never submitted to LAOCRC. Our advisory group,

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students and employers agree, skills in marketing make an employee more desirable. This certificate allows students gain the necessary skills to work in the field of business/marketing.

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)

		2014 Jobs	2017 Jobs	2014-17 Change	% Change 2014-17	Openings (New + Replacements)	Annual Openings	10% Hourly Earnings	Median Hourly Earnings
11-2011	Advertising and Promotions Managers	4,550	4,847	297	6.50%	757	252	\$24.10	\$48.03
11-2021	Marketing Managers	33,560	35,844	2,284	6.80%	4,569	1,523	\$39.75	\$68.78

The three-year average supply from regional colleges is 100 per year.

Regional annual openings for the two SOC codes listed are 506 indicating a gap of 406 hires.

Source: <http://coecc.net/supply-demand/> For Orange County

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@rscdd.edu)

College	Program	Who You Contacted	Outcome of Contact
Coastline Community College	Marketing Certificate	Nancy Jones	No response.
Cypress College	Social Networking Marketing	Steve Donely	No response.
Golden West College	Marketing Certificate	David Gatewood	No response.
Long Beach City College	Marketing Certificate	Michelle Grimes-Hillman	No response.
Mt. San Antonio College	Marketing Certificate	Jemma Blake-Judd	No response.
Orange Coast College	Marketing Certificate	Lisa Knuppel	No response.
Santa Ana College	Modern Marketing Certificate	Bart Hoffman	No response.

5. List all courses required for program completion, including core requirements, restricted electives and prerequisites.

Required Courses (7 units)	Units
MKT 100 F Introduction to Marketing	3 and
CIS 100 F Introduction to Personal Computers	4 or
CIS 111 F Introduction to Information Systems	4

One course from the following for a total of 3-5 units:	Units
ACCT 001 F Accounting for Small Business	3
ACCT 100BF Financial Accounting Principle	3
ACCT 101AF Financial Accounting	5

One course from the following for a total of 3 units:	Units
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BUS 111 F	Business Communications	3
BUS 211 F	Critical Reasoning and Writing for Business	3
One course from the following for a total of 3 units:		Units
BUS 100 F	Introduction to Business	3
BUS 180 F	Small Business Management	3
One course from the following for a total of 3 units:		Units
BUS 162 F	Business Economics	3
ECON 101 F	Principles of Economics - Micro	3
BUS 170 F	Principles of E-Business	3
One course from the following for a total of 3 units:		Units
BUS 240 F	Legal Environment of Business	3
BUS 245 F	Business Law I	3
Three courses from the following for a total of 9-10 units:		Units
MKT 103 F	Principles of Advertising	3
MKT 151 F	New Media Marketing	3
MKT 201 F	Small Business Promotions	3
MKT 205 F	Undrstgd Mulicult Mkts in U.S.	3
MKT 203 F	Principles of Retail Management	3
MKT 208 F	Principles of Selling	3
BUS 112 F	Public Speaking for Business	4
BUS 224 F	International Marketing	3
Total Units		31 – 34

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