

# Program Approval Application

## College in Los Angeles and Orange County LAOCRC

Cerritos College  
Citrus College  
Coastline Community College  
Cypress College  
East Los Angeles College  
El Camino College  
Fullerton College  
Glendale Community College  
Golden West College  
Irvine Valley College  
Long Beach City College  
Los Angeles City College  
Los Angeles Harbor College  
Los Angeles Mission College  
Los Angeles Pierce College  
Los Angeles Southwest College  
Los Angeles Trade-Technical College  
Los Angeles Valley College  
Mt. San Antonio College  
Orange Coast College  
Pasadena College  
Rio Hondo College  
Saddleback College  
Santa Ana College  
Santa Monica College  
Santiago Canyon College  
West Los Angeles College

## PROGRAM APPROVAL APPLICATION

### Overview

The program approval process outlined by the California Community College Chancellor's Office requires that all requests to add new programs or certificates and/or to make substantial changes to any existing college's inventory of Career Technical Education (CTE) programs include a recommendation from the Regional Consortia. Instructions and the application form for the regional consortia recommendation are posted on our website at [laocrc.org](http://laocrc.org).

The process for obtaining a recommendation from the Regional Consortia is intended to inform and engage our region in creating programs for the Los Angeles and Orange County colleges, and to foster a spirit of collaboration and coordination that results in viable choices for Career Technical Education (CTE) courses/programs across the region.

The Los Angeles and Orange County Voting Members should submit **Requests for Program Approval** and **Notice of Intent (separate template available for Notice of Intent)** by the deadlines below:

### Deadlines for Program Approval and Notice of Intent Submissions

Voting Cycle	Application Deadline	Online Voting Window	LAOCRC Meeting
September 2014	September 2, 2014	September 9-16, 2014*	September 18, 2014
October 2014	October 7, 2014	October 14-21, 2014*	October 23, 2014 (at CCCAOE)
November 2014	November 4, 2014	November 11-18, 2014*	November 20, 2014
December 2014	December 2, 2014	December 9-16, 2014*	December 18, 2014
January 2015	December 30, 2014	January 6-13, 2015*	January 15, 2015
February 2015	February 3, 2015	February 10-17, 2015*	February 19, 2015
March 2015	March 10, 2015	March 17-24, 2015*	March 26, 2015 (at CCCAOE)
April 2015	March 31, 2015	April 7-14, 2015*	April 16, 2015
May 2015	May 5, 2015	May 12-19, 2015*	May 21, 2015
June 2015	June 2, 2015	June 9-16, 2015*	June 18, 2015

**\*The Online Voting Windows opens at 8:00 a.m. on the first Tuesday of the Online Voting Window cycle and close at 5:00 p.m. on the following Tuesday.**

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

**Fill In Form**

Contemporary Marketing

Proposed Program Title

Santa Ana College

College

Rancho Santiago Community College District

District

Existing Program

Projected Program Start Date

Bart Hoffman

Voting Member

Dean, Career Education and Workforce  
Development

Title

714-564-6800

Phone Number

hoffman\_bart@sac.edu

E-mail Address

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

- Career Technical Education (CTE)       Transfer       Other

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

- A.S. Degree       A.A. Degree      Certificate of Achievement:  
 18+ semester (or 27+ quarter) units  
 12-18 semester (or 18-27 quarter) units

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

- New Program       Substantial Change       Locally Approved

**Program Information**

Recommended Taxonomy of Program (TOP) Code    050900  
Units for Major-Degree                                [Click here to enter text.](#)  
Total Units for Degree                                 [Click here to enter text.](#)  
Required Units-Certificate                           19

## Written Form

1. Insert the description of the program as it will appear in the catalog.

The Contemporary Marketing certificate program is designed to prepare students for careers in today's marketing field. New career opportunities in marketing will be highlighted throughout the program. The courses include the latest concepts, techniques and technology used to successfully develop, price, promote and distribute products and services in a global economy. The program provides students with cutting-edge practical and applicable marketing skills for New Media Marketing opportunities.
2. Provide a brief rationale for the program.

Santa Ana College is dedicated to providing students with the most up-to-date marketing knowledge. The Contemporary Marketing program focuses in four key areas: 21<sup>st</sup> Century Marketing (social media and technology), Sales, International Marketing, and Advertising & Distribution. These courses are offered online and on campus, providing students with the practical and applicable skills needed by marketers of the future. In 2012, Santa Ana College updated its General Marketing degree which was originally approved in 1970 to what is now the Contemporary Marketing degree. Since 1998, a General Marketing local 12 unit certificate has been offered and modified over the years. The Contemporary Marketing local certificate is the most recent version of this change. Since this certificate is 19 units, in order to be in compliance with the newest Program and Course Approval Handbook, we are applying for the Contemporary Marketing certificate to become state approved.
3. List all courses required for program completion, including core requirements, restricted electives and prerequisites. (Push Enter after each entry to begin a new line)

Courses	Course No.	Course Title	Units
Principles of Marketing	MKTG 113	Required Core	3
Understanding Consumer Behavior – Getting them to Buy, Buy, Buy	MKTG 120	Required Core	1
Negotiating – Getting to a Win-Win	MKTG 121	Required Core	1
Sales Strategies that Build Business Relationships & Increase Sales	MKTG 122	Required Core	2
Marketing and Technology – Trends and Cutting Edges	MKTG 123	Required Core	1
Cause Marketing and Public Relations – Doing Well by Doing Good	MKTG 124	Required Core	1
Social Media, Bootstrapping, and Market Validation	ENTR 105	Required Core	2
The Globalization of Marketing	BUS 141	Required Core	1
International Market Research and Planning	BUS 142	Required Core	1
Packaging, Pricing and Promoting Products/Services for Export	BUS 143	Required Core	1
Channels of Distribution in International Markets	BUS 145	Required Core	1
Advertising & Promotion – Get the Word Out & Keep your Customers Buying	MKTG 125	Required Core	2
Distributing Products & Services – Reaching Customers Where They Shop	MKTG 126	Required Core	2

- Summarize the Labor Market Information and employment outlook (including citation of the source of the data) for students exiting the program.

According to the Labor Market Information of Estimated Employment and Projected Growth for Marketing Managers, there are 3,520 projected openings in Los Angeles County and 1,480 projected openings in Orange County over a ten year period (2010-2020). The average number of combined yearly job openings for Los Angeles and Orange County for Marketing Managers is estimated to be 500. According to the Chancellor's Office Data Mart, in 2013-2014 there were 59 completions at the community colleges in Los Angeles and Orange counties for programs with a TOP code of 050900 Marketing and Distribution. Therefore, 500 minus 59 would still result in a Net Annual Labor Demand of 441 jobs.

Source: Employment Development Department, Labor Market Information Division

<http://www.labormarketinfo.edd.ca.gov/>

- List similar programs at other colleges in the Los Angeles and Orange County Region which may be adversely impacted. (Push Enter after each entry to begin a new line)

College	Program	Who you Contacted	Outcome of Contact
Coastline	Business: Marketing	Nancy Jones—sent email	No response
Cypress	Marketing, Professional Marketing	Steve Donley—sent email	No concerns--approve
East LA	Marketing	Paul De La Cerda—sent email	No response
El Camino	Marketing	Virginia Rapp—sent email	No response
Glendale	Marketing	Jan Swinton—sent email	No response
LA City	Marketing	Alex Davis—sent email	No response
LA Pierce	Marketing	Jose Luis Fernandez—sent email	No response
LA Trade-Tech	Marketing and Public Relations	Nicole Albo-Lopez—sent email	No response
LA Valley	Marketing	Laurie Nalepa—sent email	No concerns—approve
Orange Coast	General Marketing	Von Lawson—sent email	No response
Rio Hondo	Business Marketing	Bruce Noble—sent email	No response
Saddleback	Marketing	Tony Teng—sent email	No response
Santa Monica	Marketing	Patricia Ramos—sent email	No response

- Include any other information you would like to share.

Santa Ana College has offered a Contemporary Marketing degree which has been state approved since 2012. This Contemporary Marketing certificate program has been offered since 2012, but is the most recent revision of a General Marketing local certificate offered since 1998. Since this certificate is now 19 units, in order to be in compliance with the newest Program and Course Approval Handbook, we are applying for the Contemporary Marketing certificate to become state approved.