

# BUSINESS: SALES, MERCHANDISING & MARKETING (BUSS)

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## **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.