

# Finance, International Business and Marketing

## Degrees and Certificates

Associate in Arts: Finance

Associate in Arts: International Business

Associate in Arts: Marketing

Certificate of Achievement: Finance

Certificate of Achievement: International Business

Certificate of Achievement: Marketing

Skills Competency Award: Sales and Marketing

Skills Competency Award: International Marketing Communication

Skills Competency Award: Web Marketing and Media Design (in conjunction with Multimedia Arts & Technologies department)

Skills Competency Award: Public Relations (in conjunction with Journalism department)

## Program Description

This department offers personal and professional, transferable and degree programs in finance. Students interested in the financial services industry should consider the course of study described for the Finance Certificate. Additional courses in personal money management and real estate investment offer opportunities for personal development. These programs have been designed in consultation with leading local professionals. Commercial and investment banks, savings and loans, credit unions, thrifts and finance companies are looking for candidates with these skills.

The International Business Program provides an introduction to the central aspects of international business. Topics include the economic, political and social environments in which we operate; how international activities alter the strategies for success in management tasks of planning, marketing, finance, law and personnel; and the principles associated with the international exchange of goods, services and

investments. Unique applied short courses are offered in the spring in international business law and basics of importing and exporting.

Marketing courses are designed to lead people to job opportunities in the fields of advertising, marketing, retail sales, wholesaling and international marketing. Concepts of planning and developing products and services are emphasized, along with studies of packaging, distribution and government regulations.

## Program Student Learning Outcomes

### Marketing Degree

1. Recognition and appreciation of diversity which exists in the discipline of marketing.
2. Understanding that market segmentation is present in local, regional, national and global customer target recognition.
3. Identifying that the fundamental basis of marketing is to create and implement form, time, place and ownership utility.
4. Demonstrate that risk and reward are present in all marketing product, price, distribution and promotion activities.
5. Identifying that the marketing concept is present in all successful nonprofit and profit-making marketing activities in organizations.

## Department Offices

*Division:* Business Education

*Department Chair:* Julie Ann Brown (BC-211, ext. 3599)

*Dean:* Diane Hollems

## Faculty and Offices

Julie Ann Brown, *Chair* (BC- 211, ext. 3599)

Peter Naylor (BC-210, ext. 3599)

## Requirements for A.A. Degree: Finance

The Associate Degree will be awarded upon completion of department and college requirements.

For success in business, a liberal education is invaluable. Particularly important are communication (written, oral, and behavioral), quantitative (mathematics and statistics), and computer skills (word processing, spreadsheets, presentations and database management).

Designed to equip the student with the specific techniques of business financial management — anticipation of cash needs, acquisition of financial resources, and allocation of cash in the company. Financial statement analysis, financing business activity, capital budgeting and working capital management are emphasized.

**Department Requirements (37-43 units)**

ACCT 230 — Financial Accounting .....	5
BLAW 101 — Business Law <b>or</b>	
BLAW 110 — Legal Environment of Business.....	4
ECON 101 — Microeconomics.....	3
FIN 101 — Introduction to Finance and Banking.....	3
FIN 201 — Investing: Securities Analysis.....	3
FIN 202 — Managerial Finance.....	3

*Support Courses: Select 16-27 units from the following (may be double-counted in applicable general education areas):*

ANTH 103 — Introduction to Cultural Anthropology <b>or</b>	
GEOG 102 — Cultural Geography <b>or</b>	
PHIL 102 — Comparative World Religions <b>or</b>	
PHIL 102H — Comparative World Religions, Honors .....	3
COMM 161 — Business and Professional Communication <b>or</b>	
COMM 162 — Mediated Business and Professional	
Communications.....	3
ERTH 141/141L — Physical Geography and Lab <b>or</b>	
GEOG 101/101L — Physical Geography and Lab .....	4
MATH 107+ — Intermediate Algebra <b>or</b>	
MATH 111+ — Intermediate Algebra for Math,	
Science and Business Majors .....	4-10
PHIL 101 — Introduction to Ethics <b>or</b>	
PHIL 101H — Introduction to Ethics, Honors .....	3-4
POLS 104 — American Government: Policy Issues/Process	
<b>+ An assessment score higher than MATH 107 or 111</b>	
<b>will also satisfy this requirement.</b>	

*Optional:*

BUS 290 — Work Experience in Business Admin.....	1-4
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**College Requirements**

For complete information, see “Graduation Requirements” in the *Catalog* Index.

**Requirements for A.A. Degree:  
International Business**

The Associate Degree will be awarded upon completion of department and college requirements.

**Department Requirements (24-26 units)**

ACCT 230 — Financial Accounting <b>or</b> .....	5
FIN 202 — Managerial Finance.....	3
IBUS 211 — Legal Environment of International Business ..	3
IBUS 102 — Introduction to International Business .....	3
IBUS 201 — International Human Resource Management.....	3
ECON 106 — International Economics .....	3
FIN 211 — Skills in Trade Finance .....	3
MKT 209 — International Marketing.....	3
MKT 212 — Supply Chain Logistics .....	3

*Recommended Support Courses (may be double-counted in applicable general education areas):*

ANTH 103 — Introduction to Cultural Anthropology <b>or</b>	
GEOG 102 — Cultural Geography <b>or</b>	
PHIL 102 — Comparative World Religions <b>or</b>	
PHIL 102H — Comparative World Religions, Honors .....	3
COMM 151 — Intercultural Communication.....	3
COMM 161 — Business and Professional Communication <b>or</b>	
COMM 162 — Mediated Business and	
Professional Communications .....	3
ERTH 141/141L — Physical Geography and Lab <b>or</b>	
GEOG 101/101L — Physical Geography and Lab .....	4
MATH 117 — Elem Statistics <b>or</b>	
MATH 117H — Elem Statistics, Honors .....	4
PHIL 101 — Introduction to Ethics <b>or</b>	
PHIL 101H — Introduction to Ethics, Honors .....	3-4
POLS 104 — American Govt: Policy Issues/Process.....	3

*Optional:*

BUS 290 — Work Experience in Business Admin.....	1-4
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**College Requirements**

For complete information, see “Graduation Requirements” in the *Catalog* Index.

**Requirements for A.A. Degree: Marketing**

The Associate Degree will be awarded upon completion of department and college requirements.

**Department Requirements (24 units)**

MKT 101 — Introduction to Marketing.....3  
 MKT 164 — Online and Mobile Marketing *or*  
     MAT 164 — Online and Mobile Marketing.....3  
 MKT 203 — Marketing Communications.....3  
 MKT 205 — Consumer Selling Strategies.....3  
 MKT 215 — Gender Issues and Marketing .....3  
 MKT 220/CIS 220 — Intro to Electronic Commerce.....3  
*Electives (6 units) selected from the following:*  
 IBUS 102 — Introduction to International Business .....3  
 COMP 101 — Introduction to Computer Applications .....4  
 COMP 111 — Microsoft Access.....4  
 FP 276 — Production II: Commercial Applications.....3  
 GDP 114 — Graphic Design I.....3  
 MAT 131 — Digital Imaging I.....3  
 MAT 153 — Web Design I.....3  
 MKT 120 — Relationship Selling.....3  
 MKT 125 — Principles of Customer Service .....3  
 MKT 209 — International Marketing.....3

*\*Note: Each required course must be completed with a minimum grade of “C”.*

**College Requirements**

For complete information, see “Graduation Requirements” in the *Catalog* Index.

**Requirements for Certificate of Achievement: Finance**

**Department Requirements (21 units)**

ACCT 230 — Financial Accounting .....5  
 BLAW 101 — Business Law *or*  
     BLAW 110 — Legal Environment of Business.....4  
 ECON 101 — Microeconomics.....3  
 FIN 101 — Introduction to Finance and Banking.....3  
 FIN 201 — Investing: Securities Analysis.....3  
 FIN 202 — Managerial Finance.....3

*Optional:*

BUS 290 — Work Experience in Business Admin..... 1-4  
*Students must complete all department requirements with a cumulative GPA of 2.0 or better.*

**Requirements for Certificate of Achievement: International Business**

**Department Requirements (24-26 units)**

ACCT 230 — Financial Accounting *or*  
     FIN 202 — Managerial Finance..... 3-5  
 IBUS 211 — Legal Environment of International Bus.....3  
 IBUS 102 — Introduction to International Business .....3  
 IBUS 201 — International Human Resource Management.....3  
 ECON 106 — International Economics .....3  
 FIN 211 — Skills in Trade Finance .....3  
 MKT 209 — International Marketing.....3  
 MKT 212 — Supply Chain Logistics .....3  
 Students must complete all department requirements with a cumulative GPA of 2.0 or better.

**Requirements for Certificate of Achievement: Marketing**

**Department Requirements (24 units)**

MKT 101 — Introduction to Marketing.....3  
 MKT 164 — Online and Mobile Marketing *or*  
     MAT 164 — Online and Mobile Marketing.....3  
 MKT 203 — Marketing Communications.....3  
 MKT 205 — Consumer Selling Strategies.....3  
 MKT 215 — Gender Issues and Marketing .....3  
 MKT 220/CIS 220 — Intro to Electronic Commerce.....3

*Electives (6 units) selected from the following:*

IBUS 102 — Introduction to International Business .....3  
 COMP 101 — Introduction to Computer Applications .....4  
 COMP 111 — Microsoft Access.....4  
 FP 276 — Production II: Commercial Applications.....3  
 GDP 114 — Graphic Design I.....3  
 MAT 131 — Digital Imaging I.....3  
 MAT 153 — Web Design I.....3  
 MKT 120 — Relationship Selling.....3

MKT 125 — Principles of Customer Service .....3  
 MKT 209 — International Marketing.....3

*\*Note: Complete all department requirements with a “C” or better in each course.*

**Requirements for Skills Competency Award: Sales and Marketing**

**Department Requirements (16 units)**

BUS 101 — Introduction to Business .....3  
 COMP 103 — Internet Communications .....1  
 COMP 171 — Business English.....3  
 MKT 101 — Introduction to Marketing.....3  
 MKT 203 — Marketing Communications.....3  
 MKT 205 — Consumer Selling Strategies.....3

*Optional:*

BUS 290 — Work Experience in Business Admin..... 1-4

*Students must complete the above courses with a grade of “C” or higher or credit in all courses.*

**Requirements for Skills Competency Award: International Marketing Communication**

**Department Requirements (12 units)**

IBUS 102 — Introduction to International Business .....3  
 COMM 151 — Intercultural Communication.....3  
 IBUS 109 — Basics of Importing and Exporting.....3  
 MKT 209 — International Marketing.....3

*Students must complete the above courses with a grade of “C” or higher or credit in all courses.*

**Requirements for Skills Competency Award: Web Marketing and Media Design**

**Department Requirements (12 units)**

GDP 110 — Media Design .....3  
 MAT 131 — Digital Imaging I.....3  
 MAT 153 — Web Design I.....3  
 MKT 220/CIS 220 — Intro to Electronic Commerce.....3

*Students must complete the above courses with a grade of “C” or higher or credit in all courses.*

**Requirements for Skills Competency Award: Public Relations**

**Department Requirements (15-15.5 units)**

COMM 171 — Mass Media and Society .....3  
 COMP 139 — Social Networking for Business *and* .....0.5  
     COMP 271 — Business Communication *or* .....3.0  
     COMM 161 — Business & Professional Comm .....3.0  
 JOUR 101 — Reporting/Writing I .....3  
 JOUR 135/MKT 135 — Public Relations.....3  
 MKT 101 — Introduction to Marketing.....3

*Students must complete the above courses with a grade of “C” or higher or credit in all courses.*

**Finance Courses**

**FIN 010 — Financial Basics**

**(1)**  
*Hours: 18 lecture*

Practical money management for students living independently. Topics include career guidance, college financing, budgeting, money, bank accounts, credit cards and debt management.

**FIN 100 — Personal Money Management**

**(3) — CSU**  
*Skills Advisories: MATH 4 and eligibility for ENG 110 or ENG 110H*  
*Hours: 54 lecture*

Thorough introduction to all areas of personal financial planning, including financial goal-setting, budgeting, consumer credit, taxes, insurance, investing, housing, retirement and estate planning. Emphasis on planning and budgeting to satisfy immediate needs and achieve long-term goals.

**FIN 101 — Introduction to Finance and Banking**

**(3) — CSU**  
*Skills Advisories: MATH 100 and eligibility for ENG 110 or ENG 110H*  
*Hours: 54 lecture*

Central concepts of finance are developed: money and economic activity, interest rates and valuation, securities and investments, bank regulation and

management. Professionals discuss commercial and real estate loans, loan administration, the cashier's office and trusts.

**FIN 201 — Investing: Securities Analysis**

**(3) — CSU**

*Skills Advisories: MATH 100 and eligibility for ENG 110 or ENG 110H or ENG 110GB*

*Hours: 54 lecture*

Techniques and concepts of personal investing are examined. Topics include the economic function of financial markets, investment opportunities, securities markets, methods of fundamental and technical analysis, and sources of investment information. Students apply these techniques to stocks and bonds.

**FIN 202 — Managerial Finance**

**(3) — CSU**

*Skills Advisories: MATH 100 and eligibility for ENG 110 or ENG 110H or ENG 110GB*

*Hours: 54 lecture*

Designed to equip the student with the specific techniques of business financial management — anticipation of cash needs, acquisition of financial resources, and allocation of cash in the company. Financial statement analysis, financing business activity, capital budgeting and working capital management are emphasized.

**FIN 203 — Management of Financial Institutions**

**(3) — CSU**

*Skills Advisories: MATH 100 and eligibility for ENG 110 or ENG 110H or ENG 110GB*

*Hours: 54 lecture*

Analysis of the crucial issues of bank management: asset and liability management, liquidity planning, investment strategies, credit administration and bank regulation.

**FIN 204 — Real Estate Investment**

**(3) — CSU**

*Skills Advisories: MATH 100 and eligibility for ENG 110 or ENG 110H*

*Course Advisories: BUS 101*

*Hours: 54 lecture*

Thorough development of the principles and practices of real estate investment. Special topics include

financial analysis, commercial leases, property exchange, taxation and depreciation.

**FIN 211 — Skills in Trade Finance**

**(3) — CSU**

*Skills Advisories: Eligibility for ENG 110 or ENG 110H or ENG 103*

*Course Advisories: IBUS 102*

*Hours: 54 lecture*

Understanding the process of international trade finance and the core skills needed to participate in various trade finance situations. The emphasis is on practical information regarding risk management, transactions structure and finance. Includes presentations, class exercises and field trips.

**FIN 290 — Work Experience in Finance**

**(1-4) — CSU**

*Skills Advisories: Eligibility for ENG 110 or ENG 110H*  
*75 hours of work experience = 1 unit of credit.*

*Hours: 60-300 lab*

Consists of supervised employment for students whose career objectives, course of study and employment complement each other. Students must accomplish specific course objectives. Class meetings on campus are scheduled each semester.

**International Business Courses**

**IBUS 102 — Introduction to International Business**

**(3) — CSU**

*Skills Advisories: Eligibility for ENG 110 or ENG 110H*

*Hours: 54 lecture*

Management principles applied to international opportunities. Issues are developed, including politics, culture, and economics. Commercial and financial policies receive attention. Topics include strategic planning, organization, production, marketing, finance, and human resource management, as well as political risk and negotiation. Students evaluate current issues from the business press.

**IBUS 109 — Basics of Importing and Exporting  
(3) — CSU**

*Skills Advisories: Eligibility for ENG 110 or ENG 110H*  
*Hours: 54 lecture*

Practical importing and exporting: logistics, documents, contract administration, terminology, quality control, and payment procedures. Students will develop a research document for an international marketing plan.

**IBUS 110 — International Business Law  
(1.5) — CSU**

*Skills Advisories: Eligibility for ENG 110 or ENG 110H*  
*Course Advisories: BUS 101 or IBUS 102*  
*Hours: 27 lecture*

Introduction to international business law. Topics include contracts, documents, carriage, trade finance, marketing, licensing, regulations and political risk.

**IBUS 201 —  
International Human Resource Management  
(3) — CSU**

*Skills Advisories: Eligibility for ENG 110 or ENG 110H*  
*Course Advisories: IBUS 102*  
*Hours: 54 lecture*

The functions of personnel management applied to international business. The first half of the course develops management tasks. Topics include organization, recruitment, training, evaluation, compensation, repatriation and labor relations. The second half of the course focuses on organizational behavior and structure.

**IBUS 211 — Legal Environment of  
International Business  
(3) — CSU, UC**

*Skills Advisories: Eligibility for ENG 110 or ENG 110H and ENG 103.*  
*Course Advisories: IBUS 102*  
*Hours: 54 lecture*

Introduction to international business law and conflict resolution. Topics include contracts, documents, carriage, trade finance, marketing, licensing, regulations and political risks, as well as negotiations, mediation and arbitration methods.

**Marketing Courses**

**MKT 101 — Introduction to Marketing  
(3) — CSU**

*Skills Advisories: Eligibility for ENG 110 or ENG 110H*  
*Hours: 54 lecture*

Course examines the critical role of marketing in customer driven marketplaces. Topics covered will include marketing research, customer driven marketing, marketing strategies for profit businesses as well as not for profit businesses and institutions, advertising as well as the other elements of promotion. The course material is reinforced with the use of marketing computer simulation.

**MKT 120 — Relationship Selling  
(3) — CSU**

*Skills Advisories: Eligibility for ENG 110 or ENG 110H*  
*Hours: 54 lecture*

Theories, principles and techniques of creating relationships within the process of selling. Study areas include application of current theories within the fields of psychology and technology for obtaining increased buyer-seller relationship utility in the marketplace.

**MKT 125 — Principles of Customer Service  
(3) — CSU**

*Skills Advisories: Eligibility for ENG 110 or ENG 110H*  
*Hours: 54 lecture*

Introduction to the theories, principles and practices of customer service. Analysis of creating complementary relationships that focus on participatory partnering and reciprocity conducted.

**MKT 135/JOUR 135 — Public Relations  
(3) — CSU**

*Skills Advisories: Eligibility for ENG 110 or ENG 110H or ENG 110GB*  
*Hours: 54 lecture*

Survey of public relations history, theories and practices, focusing on applications to business, public and nonprofit agencies and institutions. Practical approach to using the media, creating press releases, organizing and executing campaigns, and promoting favorable relations with various segments of the public.

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**MKT 164/MAT 164 —**

**Online and Mobile Marketing**

**(3) — CSU**

*Skills Advisories: Eligibility for ENG 100 and ENG 103*

*Hours: 54 lecture*

Introduction to those components needed to develop effective online and search engine marketing (SEM) strategies. Emerging digital media and mobile advertising campaign development are emphasized. Includes search engine optimization (SEO), paid placement ads, keyword identification, placement strategies, SEM research and management tools, and applications in mobile marketing and video advertising.

**MKT 203 — Marketing Communications**

**(3) — CSU**

*Skills Advisories: Eligibility for ENG 110 or ENG 110H*

*Course Advisories: MKT 101*

*Hours: 54 lecture*

Introductory study of how businesses use marketing to communicate through advertising and public relations. Topics include identifying target markets, selecting types of media, evaluating and developing ads, and implementation of public relations programs.

**MKT 205 — Consumer Selling Strategies**

**(3) — CSU**

*Skills Advisories: Eligibility for ENG 110 or ENG 110H*

*Course Advisories: MKT 101*

*Hours: 54 lecture*

Study of the principles of sales and customer service. Examines how the differences between buyers and sellers impact sales, purchasing and service decisions. Also briefly reviews the use of marketing research methods.

**MKT 209 — International Marketing**

**(3) — CSU**

*Skills Advisories: Eligibility for ENG 110 or ENG 110H*

*Course Advisories: MKT 101*

*Hours: 54 lecture*

Theory and practice of marketing on an international scale. Presents information on the global nature of the marketing process and its impact upon the effectiveness of firms entering a different market. Special emphasis is placed upon economic and business systems throughout the world. Provides information about the Pacific Rim and EC markets and their development.

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**MKT 212 — Supply Chain Logistics**

**(3) — CSU**

*Skills Advisories: Eligibility for ENG 110 or ENG 110H or ENG 103.*

*Course Advisories: IBUS 102*

*Hours: 54 lecture*

The key elements of international logistics, including definitions, regulations, documentations, transportation, warehousing and pricing, as well as emerging issues of the industry in today's economy. Includes practical exercises and lectures.

**MKT 215 — Gender Issues in Marketing**

**(3) — CSU**

*Skills Advisories: Eligibility for ENG 110 or ENG 110H or ENG 110GB*

*Course Advisories: MKT 101*

*Hours: 54 lecture*

Survey of gender-related issues and images, positive and negative, that impact commerce and marketing services in the contemporary global economy.

**MKT 220/CIS 220 — Introduction to Electronic Commerce**

**(3) — CSU**

*Skills Advisories: Eligibility for ENG 110 or ENG 110H*

*Course Advisories: BUS 101 and COMP 103*

*Hours: 54 lecture*

Survey of electronic commerce and the use of the Internet to conduct business. Introduces such major components as marketing, communications, cyberlaw, operations and technical issues. Includes an interdisciplinary exploration of the issues, trends, opportunities and technologies which shape electronic commerce.