RIVERSIDE COMMUNITY COLLEGE DISTRICT SLO BY SUBJECT	PLOs	Develop and implement marketing strategies	Develop a comprehensive marketing plan	Construct and implement a promo-tional plan	Research and analyze consumer decision parameters			
Subject: Marketing Concentration								
MKT 20 Principles of Marketing								
Develop an effective marketing strategy		I, D						
Communicate product benefits in a convincing and motivating way				I,D	I,D			
Develop appropriate pricing and distribution strategies		I	I,D,M					
Create long lasting and mutually beneficial marketing relationships					I			
Apply the concepts in the course content to real world marketing situations to analyze and explain the strategies chosen by professional marketers			I, D					
MKT 40 Advertising								
Describe the effects of advertising on human behavior and explain why those effects occur					D			
Apply the principles of Integrated Marketing Communications to specific advertising objectives				D,M				
Differentiate among various advertising objectives and suggest appropriate methodologies for achieving those objectives		D,M		D,M				
Conceptualize the relationship of advertising to the total marketing function		D,M	D,M					
Compare and contrast the various types of advertising media (print, broadcast, Internet/interactive, outdoor, and point-of-purchase)				I,D				
Draw distinctions between advertisements using different concepts of ad copywriting, art, layout, and special creative techniques to reach different target markets				I,D				
Develop an advertising campaign including generating objectives, budgeting, creative messages, media allocation and methods of analysis of the effectiveness of the campaign				X				
MKT 41 Techniques of Selling								

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Build profitable and mutually beneficial relationship					D			
Effectively employ the steps of the selling process with an emphasis on needs selling and emphasizing product benefits that meet client needs					D,M			
Answer client/prospect objections					D,M			
Effectively manage time in a selling environment								
Build effective customer relationships					D,M			
MKT 42 Retail Management								
Identify different types of retail operations, their ownerships and trends affecting retailers		I,D						
Explain retail types based on store, non-store, and web retailing		I,D						
Understand the various stages consumers go through in selecting retailers and purchasing products					I,D			
Discuss how and why retailers segment customers into market segments		D,M			D,M			
Understand the reasons retailers develop and maintain different retailing strategies		I,D	I,D					
Explain how Information Systems and Supply Chain Management improve the relationship between vendor, retailer, and consumer					D,M			
MKT 200								
Identify equipment, materials, processes, practices and supplies that are characteristic of a particular occupational workplace								
Relate theory and classroom knowledge to on-the-job situations								
Demonstrate desirable attitudes and work habits consistent with occupational endeavors								
BUS 43 International Marketing								

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Describe the key elements of international marketing, including market opportunities, market entry strategies, marketing environments, target market and marketing mix		I,D			X			
Develop complete international marketing plan		D,M	D,M	D,M	D,M			
Formulate, develop, and analyze the target market and marketing mix		D,M	D,M		D,M			
Analyze the essential factors that determine the success within each element of international marketing		I,D			I,D			
BUS 51 Principles of E-Commerce								
Analyze the key business and technological elements in electronic commerce infrastructure								
Identify and describe E-commerce technologies such as electronic software, electronic commerce, security issues, and electronic payment systems								
Setup a web based store front using readily available software such as Mercantec's SoftCart and Miva Merchant								
Examine other E-commerce related issues including international, legal, ethics, tax, and project management					I			
Evaluate various electronic commerce business strategies including branding, customer relationship management, purchasing, electronic data interchange, supply-chain management, auction sites, virtual communities, and Web portals								
BUS 80 Principles of Logistics								
Examine the reasons for logistics' recent growth in importance		I						
Relate the impact on profitability of effective logistics planning		I						
Identify and explain points of interaction between logistics and other departments within a business organization								
Analyze the business elements that comprise the logistics function								

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Recognize and demonstrate aspects of product distribution that are critical to customer satisfaction		D,M			D,M			
ACC 1A Principles of Accounting I								
Identify relevant economic data used in manual and computerized accounting information systems and interpret financial statements								
Evaluate corporate organizations, equity rights and structure								
Analyze, explain, solve problems and apply the principles of financial accounting to varied economic units within a business entity		I						
Demonstrate the ability to continue in a university program of accounting and acquire the required background in any field of business administration								
BUS 10 Intro to Business								
Define and nature of business and how it operates in our society		I						
Utilize the basic concepts of creating an efficient marketing strategy		I	I	I	I			
Apply course content to understand, analyze and form opinions about current issues in business and the economy					I			
Apply course content to real life, business related situations, including specialized areas such as management and career paths		I	I	I	I			
BUS 18A Business Law I								
Analyze and explain the various sources of law which comprise the legal system								
Analyze torts and crimes as they relate to business								
Analyze tors and their crime								

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Describe how tort, criminal and contract law principles affect business								
Apply college-level methods of analysis and evaluation to discussing and writing about legal and ethical dilemmas as they relate to case law								
Explain the nature of the legal system in the U.S. and how laws are created								
Analyze and describe the creation, administration, and termination of the sale of goods as set forth in the Uniform Commercial Code		I						
Analyze and apply ethical business standards as they relate to business decisions and transactions		I			I			
BUS 20 Business Math								
Demonstrate speed and accuracy in analyzing the fundamental processes of mathematics commonly used in making business calculations								
Demonstrate an understanding of mathematical skills required in other business subjects such as accounting, management, marketing and computer operation		I	I	I				
Compare and discriminate between mathematical processes in order to select the appropriate process to apply to common business mathematical problems		I	I	I				
Explain, analyze, apply principles, and solve problems within the subject matter		I						
CIS1A Intro to Comp Info System								
Identify the fundamental computer concepts and terminology used for input, processing, output and storage		I,D			I			
Identify the key features of a variety of software such as operating systems, word processors, spreadsheets, databases, communications and graphics		I			I			
Apply the principles of and solve problems with word processing, spreadsheet, database, communications and file management programs		I	I	I				
Understand the principles of computer security, ethics and privacy		I	I	I	I			

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Demonstrate the principles of Internet research		I,D,M						
Understand and apply the principles of distance education software								
Use the Internet to send electronic messages		I	I	I	I			
Create electronic presentations with presentation graphics		I,D	I,D	I,D	I			
CIS 3 Comp Appl-Working Professionals								
Demonstrate the ability to complete integrated documents using word processing, spreadsheets, databases, presentation graphics software application		I	I					
Utilize scanners and related software to scan, optimize, and manage documents and images								
Apply design and development techniques that utilize software programs in word processing, spreadsheets, databases, presentation graphics, scheduling/time management		I			I			
Demonstrate use of Web browsers to browse, search for information, and upload and download files from the Internet					I			
Apply operating system skills to navigate within, run programs, and organize files and folders								
Apply the use of PIM software for scheduling and time management								