

MARKETING

Division: Business and Computer Information Systems

Division Dean

Dr. Treisa Cassens (Interim)

Faculty

Jeannie Jo

Dr. Kathleen Troy

Counselor

Robert Grantham

Business Administration Transfer Program (AS-T Business Administration)

Students should consult a counselor or www.assist.org (<http://www.assist.org>) for lower division major requirements for most California public universities. (See the Standard Definitions section of the catalog for a description of ASSIST.) Students transferring to an independent college/university should consult the catalog of the individual school and a counselor for lower division major requirements.

- Marketing Associate in Science Degree (<https://catalog.nocccd.edu/cypress-college/degrees-certificates/marketing/marketing-associate-in-science-degree/>)
- Marketing Certificate (<https://catalog.nocccd.edu/cypress-college/degrees-certificates/marketing/marketing-certificate/>)

At Cypress College, there are Department Program Student Learning Outcomes and Degree & Certificate Program Student Learning Outcomes.

Department Program Student Learning Outcomes:

The courses taught by this department contribute to the following ISLO/PSLOs: A-Breadth of Knowledge, Competencies, and Skills, B-Communication Skills, C-Critical Thinking, Problem Solving, and Information Competency Skills, and D-Personal, Academic, and Professional Development; specifically, the following ISLO/PSLO subcategories: A1-Business and Computer Information Systems, B3-Communicating, B4-Presenting, C1-Analysis, C2-Computation, C3-Research, and D3-Equity.

Students who complete the Marketing field of study will be able to:

- Understand the various marketing functions (product development, pricing, promotion, and distribution) and how organizations utilize these to produce goods and services that satisfy the needs and wants of consumers.
- Enhance his/her employment opportunity in the specific area of marketing.

Degree & Certificate Program Student Learning Outcomes:

The program student learning outcomes for each award can be found on the specific degree or certificate page.