

Business marketing

BUSINESS MARKETING - BUSMK

Charlie Shi, Dean

Business, Computer Science, and Culinary Arts Division
Administration Building, 214

Certificate of achievement

Business marketing - see BUS

Digital marketing - see BUS

BUSMK-150 Topics in Business Marketing

3-4 units SC

- *Variable hours*

A supplemental course in business to provide a study of current concepts and problems in business marketing and related subdivisions. Specific topics will be announced in the schedule of classes. CSU

BUSMK-158 Professional Selling

3 units SC

- *54 hours lecture per term*
- *Advisory: BUS-109 and College-level reading and writing are expected.*

This course is an in-depth examination of the theory and practice of professional selling with a focus on the relationship selling process in business-to-consumer and business-to-business selling environments. Topics include the buying process, prospecting, acquiring sales knowledge, sales call planning, sales presentation methods, objection handling, and closing techniques. Motivating, compensating, training, and evaluating salespeople are also covered. CSU

BUSMK-255 Advertising

3 units SC

- *54 hours lecture per term*
- *Advisory: College-level reading and writing are expected.*

This course provides an introduction to the role of advertising and promotion as an integral part of the marketing process. Historical perspectives, ethical considerations, economic effects, and regulatory aspects of advertising are discussed. Topics include consumer behavior patterns, target audience analysis, brand positioning, creative messaging, media strategies, and campaign planning, execution, and evaluation. CSU

BUSMK-256 Marketing

3 units SC

- *54 hours lecture per term*
- *Advisory: BUS-109 or equivalent*

This course is an introduction to marketing with an emphasis on creating and evaluating effective marketing campaigns. Real-world examples and case studies are used to develop contemporary marketing strategies--product, price, promotion, and distribution--with a focus on the customer and ethical practice. CSU

BUSMK-258 Advertising and Gender

3 units SC

- *54 hours lecture per term*
- *Advisory: BUSMK-255 or equivalent, College-level reading and writing are expected.*

This course examines gender stereotypes, sex appeals, and body image in advertising. The use of celebrities as endorsers, spokespersons, or brand symbols are also explored. Students will conduct content analysis of gender-role portrayals in print, television, and digital advertising. A special emphasis is placed on gender and ethics in advertising. CSU, UC

BUSMK-259 Digital Marketing Fundamentals

3 units SC

- *54 hours lecture per term*
- *Advisory: BUSMK-255 or equivalent, College-level reading and writing are expected.*

This course explores the rapidly evolving world of digital marketing and how it is reshaping the way businesses and brands engage their customers. A detailed understanding of digital marketing concepts, tools, tactics, and strategies will be covered. Students will also create an integrated digital marketing campaign. CSU

BUSMK-260 Social Media Marketing

3 units SC

- *54 hours lecture per term*
- *Advisory: BUSMK-255 or equivalent, College-level reading and writing are expected.*

This interactive course provides a thorough grounding in all facets of social media marketing. The development of a social media strategy, building a target audience profile, choosing appropriate social media platforms, crafting engaging social media content, and creating an effective social media marketing plan will be covered. Emphasis is placed on fostering effective collaboration, demonstrating tactical execution, and monitoring social media. CSU

Business marketing**BUSMK-261 Digital Marketing Analytics**

3 units SC

- 54 hours lecture per term
- Advisory: BUS-240 or equivalent, College-level reading and writing are expected.

This course applies analytical tools to translate business intelligence into structured content that helps firms improve Internet marketing results. Students will use various web-analytical software tools to compare search engine formats, social media use, geo-location analysis, and mobile digital analytics. Familiarity with strategic operations of web analytics and the technologies used in these business functions will be explored. CSU

BUSMK-262 Content Marketing

3 units SC

- 54 hours lecture per term
- Advisory: BUSMK-255 or equivalent, College-level reading and writing are expected.

This course covers strategic approaches to content creation, management, and distribution for use across multiple platforms to help support an organization's brand. Developing a content marketing strategy and plan, creating compelling content, and monitoring content performance will be emphasized. CSU

BUSMK-263 Email Marketing

2 units SC

- 36 hours lecture per term
- Advisory: BUSMK-255 or equivalent, College-level reading and writing are expected.

This course introduces email marketing principles and practices as well as the development and implementation of an email marketing strategy. Developing an email marketing campaign, building an email marketing list, choosing email marketing distribution software, writing appropriate email messages, and employing email marketing analytics are included. The course also emphasizes executing and monitoring an email campaign to achieve business objectives. CSU

BUSMK-264 Search Marketing

2 units SC

- 36 hours lecture per term
- Advisory: BUSMK-255 or equivalent, College-level reading and writing are expected.

This course introduces search marketing and the critical role that it plays in an organization's digital marketing strategy and online presence. Search engine optimization (SEO), search engine marketing (SEM), and pay-per-click (PPC) advertising are also explored in depth. Topics include keyword research, on-page ranking factors, link building, SEO copywriting, site architecture, content optimization, and search marketing metrics. Students develop a search marketing campaign using performance indicators to evaluate the campaign's results. CSU

BUSMK-298 Independent Study

.5-3 units SC

- Variable hours
- Note: Submission of acceptable educational contract to department and Instruction Office is required.

This course is designed for advanced students who wish to conduct additional research, a special project, or learning activities in a specific discipline/subject area and is not intended to replace an existing course. The student and instructor develop a written contract that includes objectives to be achieved, activities and procedures to accomplish the study project, and the means by which the supervising instructor may assess accomplishment. CSU