

PASADENA CITY COLLEGE  
CURRICULUM AND INSTRUCTION COMMITTEE  
MINUTES OF MEETING  
THURSDAY, OCTOBER 20, 2016

CALLED TO ORDER: 1:26 p.m.

CO-CHAIRPERSONS: Janis Dwyer  
Alicia Vargas

The following Curriculum and Instruction Committee members were present:

FACULTY CHAIRPERSONS

Janis Dwyer  
Alicia Vargas

INSTRUCTIONAL UNITS

Jason Huh, Business and Computer Technology  
Jeffrey Hupp, Counseling and Career Services  
Ruoyi Wu, English  
Walter Butler, Library  
Karyn Skiathitis, Health Sciences  
Wendy Lucko, Engineering and Technology  
Tamara Knott-Silva, Kinesiology, Health and Athletics  
Lindsey Ruiz, Languages  
Sharon Bober, Mathematics  
Kerin Huber, Natural Science  
Brad Steed, Performing and Communication Arts  
Charlotte Williams, Social Science  
Michael Cranfill, Visual Arts and Media Studies

DIVISION DEANS

James Arnwine, Fine Arts  
David Douglass, Division of Natural Science

MEMBERS EX-OFFICIO

Terry Giugni, VP/Asst Superintendent, Instruction  
Armando Duran, Counseling/Student Success Services  
Homa Nelson, Classified Senate  
Edward Martinez, Interim Articulation Officer  
Katie Datko, Distance Education

RESOURCE EXPERTS

None

VISITORS

Melissa Anderson  
Kaitzer Puglia  
Paul Price  
Pamela Eversole-Cire

*In accordance with the Ralph M. Brown Act and SB 751, the minutes of the Curriculum and Instruction Committee of Pasadena City College record the votes of all committee members as follows: (1) Members not present are presumed not to have voted; (2) the names of members of minority or abstaining votes are recorded; (3) all other members are presumed to have voted in the majority.*

David McCabe  
Lauren Arenson  
Carrie Starbird  
Anne Ostrander  
Sergio Barron

## WELCOME

Self-introductions were made.

## II. PUBLIC COMMENT

None.

## III. APPROVAL OF MINUTES

Meeting Minutes for October 13, 2016

ON MOTION by Sharon Bober and seconded by Katie Datko, the committee voted unanimously to approve the minutes of meeting 5.

## IV. COMMITTEE DISCUSSION (with vote)

ON MOTION by Michael Cranfill and seconded by Katie Datko, the committee voted to approve the addition of SOSC 017. There was one abstention (Homa Nelson).

ON MOTION by Karyn Skiathitis and seconded by Katie Datko, the committee voted to approve the modification of Educ 013. There was one abstention (Homa Nelson).

ON MOTION by Ruoyi Wu and seconded by Homa Nelson, the committee voted unanimously to approve the addition of Mrkt 150.

ON MOTION by Karyn Skiathitis and seconded by Paul Price, the committee voted unanimously to approve the modification of Mrkt 020.

ON MOTION by Katie Datko and seconded by Jeff Hupp, the committee voted unanimously to approve the modification of Mrkt 123.

ON MOTION by Jeff Hupp and seconded by Karyn Skiathitis, the committee voted unanimously to approve the modification of the Marketing Management Certificate of Achievement (from Business Administration – Marketing Merchandising).

ON MOTION by Katie Datko and seconded by Brad Steed, the committee voted unanimously to approve the modifications of Bus 117 and 160.

ON MOTION by Karyn Skiathitis and seconded by Charlotte Williams, the committee voted unanimously to approve the modifications of Business Administration – Customer Service Occupational Skills Certificate, and the Business Administration – International Business/Trade, Business Administration – Entrepreneurship, Business Administration – Financial Investments, Business Administration – Management, and Business Administration – Retail Management Certificates of Achievement.

Discussion: The course Bus 013 has been archived, and these certificates have been modified to reflect this deletion and other changes.

ON MOTION by Sharon Bober and seconded by Paul Price, the committee voted unanimously to approve the modification of Phil 030.

ON MOTION by Michael Cranfill and seconded by Katie Datko, the committee voted unanimously to approve the addition of BIT 135.

ON MOTION by Katie Datko and seconded by Jeff Hupp, the committee voted unanimously to approve the modification of BIT 025.

ON MOTION by Charlotte Williams and seconded by Karyn Skiathitis, the committee voted unanimously to approve the addition of the Business Information Technology – Business Information Worker II Certificate of Achievement.

ON MOTION by Jeff Hupp and seconded by Michael Cranfill, the committee voted unanimously the modification of the Hospitality Certificate of Achievement.

ON MOTION by Karyn Skiathitis and seconded by Sharon Bober, the committee voted unanimously to approve the modification of Acct 104A.

ON MOTION by Kerin Huber and seconded by Katie Datko, the committee voted unanimously to approve as it stands AP 4020, as approved by the C&I Committee 9/8/2016.

#### V. COMMITTEE DISCUSSION

Pamela Eversole-Cire discussed the BioTech a new course (BIOL 110) and program. David Douglass discussed the alignment of the independent study (020) courses in Natural Sciences. There was discussion on whether the current prereq should be changed to an enrollment limitation.

Sharon Bober discussed the possibility of adding Math 035 to replace the recently archived Math 038.

#### VI. ANNOUNCEMENTS

None.

#### VII. ADJOURNMENT

ON MOTION by Michael Cranfill and seconded by Walter Butler, the meeting adjourned at 4:03 p.m.

## ADDENDUM

### SOCIAL SCIENCES

Addition – Effective Summer 2017

#### SOSC 017 INTRODUCTION TO RESEARCH METHODS IN SOCIAL SCIENCES

3 units

Prerequisite: Soc 001.

Fundamental elements of empirical research and the ways in which social scientists gather, evaluate, and critique research findings. Attention to the importance of professional ethics when conducting research. Application of qualitative and quantitative analytic tools for research design, such as survey, observational, experimental, case study and comparative historical research. Total of 54 hours lecture.

Transfer Credit: CSU; UC credit under review.

Rationale: The AA-T in several Social Sciences areas (Anthropology, and Social Justice Studies) requires a course in Research Methodology. The Anthropology department is proposing an AA-T and this course would be an excellent addition to the program. By placing the course under the heading of Social Sciences, it can be taught by numerous qualified members in the Division. This course can be taught by an instructor with a master's in Anthropology OR a master's in Political Science OR a master's in Sociology.

Modification – SLOs, SPOs, content, MOIs, MOEs, assignment, texts – Effective Summer 2017

#### PHIL 030 LOGIC

3 units

Elementary thought processes, both deductive and inductive, emphasis on definition, verification, evidence, validity, forms of argument and of fallacious reasoning. Total of 54 hours lecture.

Transfer Credit: CSU; UC

Rationale: To update the SLOs, SPOs, Course Outline, and texts to better reflect the course content and materials. Modification of course SLOs, aligning SPOs, course content outline, course texts. Addition of MOIs, MOEs, and assignment. Also aligned with C-ID Descriptor PHIL 110.

Modification – Title (from Teacher Preparation Foundations and Field Experience), SLOs, SPOs, MOIs, MOEs, content, assignment catalog description, texts – Effective Summer 2017

#### EDUC 013 INTRODUCTION TO ELEMENTARY CLASSROOM TEACHING

3 units

Introduce students to the concepts and issues related to teaching diverse learners in today's contemporary schools, Kindergarten through grade 12 (K-12). Topics include teaching as a profession and career, historical and philosophical foundations of the American education system, contemporary educational issues, California's content standards and frameworks, and teacher performance standards. In addition to class time, the course requires 60 hours of structured field practice in public school elementary classrooms that represent California's diverse student population, and includes cooperation with at least one carefully selected and campus-approved certificated classroom teacher. Total of 36 hours lecture and 60 hours of field practice.

Transfer Credit: CSU; UC

Rationale: The course has been modified in the following areas: Course title (from Teacher Preparation Foundations and Field Experience), SLO's, SPO's, Catalog Description, MOI's, MOE's, CCO's, Assignments, and Textbooks. This course is also being modified in order to develop an AA-T in Elementary Teacher Education and to become C-ID aligned.

## BUSINESS AND COMPUTER TECHNOLOGY

Addition – Effective Summer 2017

### BIT 135 BUSINESS SOFTWARE – CUSTOMER RELATIONSHIP MANAGEMENT

2 units

Prerequisite: Enrollment in or completion of Mrkt 020.

Introduction to Customer Relationship Management software to compile, format, and report sales, marketing, and customer service information. Emphasis will be on CRM software to track sales leads, organize marketing campaigns, and track customer interactions. Total of 36 hours lecture.

Rationale: This course is part of the Business Information Worker II Pathway developed by the Information Communications Technologies and Digital Media Sector Navigator as part of the Doing What Matters initiative.

### MRKT 150 SOCIAL MEDIA MARKETING FOR BUSINESS

3 units

Foundation of what social media is and how it can be used to grow a business. Focus on developing a social media strategy and how to leverage social media platforms to promote a brand and/or business to prospective customers. Total of 54 hours lecture.

Rationale: This is a new course that will be part of the newly retitled Marketing Management program. The marketing landscape has changed dramatically over the last 10 years with the advent of the internet. Internet marketing and social media has replaced many of the traditional methods used in promoting a brand/company such as TV and print advertising. This course will show students how to use social media to market a brand or company, engage consumers, and ultimately drive revenue.

### BUSINESS INFORMATION TECHNOLOGY – BUSINESS INFORMATION WORKER II – Certificate of Achievement

19 units

The Business Information Worker II Certificate of Achievement provides students with skills in records management, collaboration software, presentation software, and QuickBooks. This secondary stage in the BIW pathway increases students' value and opportunities in multiple occupations, including but not limited to: office, business and executive administrative support, office supervision/coordination, small business support, retail sales, customer service and marketing support. Students completing this certificate will be equipped to take multiple Microsoft Office Specialist credential exams and become a QuickBooks certified user.

#### Required Courses

BIT 109 – Business Software–Microsoft Powerpoint (2)

BIT 117 – Collaborative Web–Based Workspaces (1)

BIT 105 – Business Software–Microsoft Access (2)

BIT 133 – Business Software–Microsoft Excel (2)

BIT 135 – Business Software – Customer Relationship Management (2)

ACCT 104A – Computerized Accounting – Quickbooks (3)

ACCT 010 – Bookkeeping–Accounting (4)

MRKT 020 – Principles of Marketing (3)

Rationale: The Business Information Worker II pathway is a consistent statewide pathway designed with faculty and industry involvement to prepare students for in-demand jobs, and to inform business of the rich capabilities that exist at every California Community College campus. The pathway represents a set of in-demand skills throughout the state, based upon interviews with placement agencies, and cross-referenced with advisory groups and other Labor Market Information.

Modification – Title (from Microcomputer Applications), SLOs, SPOs, content, recommended prep (remove BIT 025) – Effective Summer 2017

#### ACCT 104A COMPUTERIZED ACCOUNTING – QUICKBOOKS

3 units

Prerequisite: Acct 001A or 010.

Introduction to accounting systems concepts and software, with PC packages such as Quickbooks. Topics include general ledger, accounts payable, accounts receivable, inventory, and basic payroll. Total of 54 hours lecture and 18 hours laboratory.

Rationale: This course is the foundational computerized accounting course offered in the Certified Bookkeeper Program. In order to align the course with the accounting principles and practices in Accounting 010 and 001A, and to better prepare students for the AIPB Certified Bookkeeper examination, the SLOS, SPOs, and CCOs are being revised. Recommended preparation course was removed because SPOs no longer align. The course title was changed to accurately reflect that this course is an Accounting course utilizing accounting software rather than a general computer applications course.

Modification – SLOs, SPOs, content, MOIs, MOEs, texts – Effective Summer 2017

#### ACCT 104C MICROCOMPUTER APPLICATIONS-INCOME TAX PREPARATION

3 units

Introduction to federal and California individual tax preparation. The curriculum follows the guidelines developed by the California Tax Education Council. Total of 54 hours lecture and 18 hours laboratory.

Rationale: This course qualifies the student for the California Registered Tax Preparer's license. As such, the course is subject to accreditation from the California Tax Education Council (CTEC). CTEC requires curriculum to be periodically reviewed and updated. Modified SLOs, SPOs, CCOs, Method of Instruction, Method of Evaluation, and textbooks.

Modification – Update Distance Education (no change to the course), texts – Effective Summer 2017

#### BIT 025 SURVEY OF COMPUTER TECHNOLOGY IN BUSINESS

3 units

Survey of Business information systems and technology, networking, e-commerce, ethics and security, systems hardware and software components, and commonly used business software applications, including word processing, spreadsheets, graphics, and database management. Applications of these concepts and methods through hands-on projects developing computer-based solutions to business problems. Total of 54 hours lecture.

Transfer Credit: CSU. \*C-ID: BUS 140

Rationale: BIT 25 examines information systems and technology, and their role in business and in everyday life. The course specifically provides students with the knowledge of computer technology and software necessary to be successful in the workplace. In compliance with the Two-Year Review process, this course has been reviewed and updated where appropriate. Update of textbooks. Update Form D (Distance Education)

Modification – Title, SLOs, SPOs, content, MOIs, MOEs, catalog description, assignment, text – Effective Summer 2017

#### BUS 117 HUMAN RELATIONS/ORGANIZATIONAL BEHAVIOR

3 units

Study of the interpersonal skills needed to succeed in the business environment. How people work and relate at the individual, group and organizational level. Special attention is given to appropriate communication skills in the workplace, team work, motivation, leadership skill and how to handle organizational change. Total of 54 hours lecture.

Rationale: This course was deactivated in Spring 2016 and will be reactivated because it will be part of the newly retitled Marketing Management Program. The course will also be retitled from Human Relations in Business to Human Relations/Organizational Behavior. We will also modify the SLOs and SPOs, content MOI, MOE, assignments, catalog description, and book.

Modification – Title (from Customer Service), SLOs, SPOs, content, MOIs, MOEs, assignment – Effective Summer 2017

#### **BUS 160 SALES AND CUSTOMER SERVICE**

3 units

Analysis of the steps involved in the selling process and the delivery of effective customer service in order to enhance goodwill and improve company performance. Theory and skills include building customer rapport, handling problems and complaints, communicating, dealing with difficult customers and projecting a professional image. Development of the relationship between the company and the competition. Total of 54 hours lecture.

Rationale: The course will be retitled from Customer Service to Sales and Customer Service. Personal Selling and Customer Service are currently separate courses and they will be merged into one class to reflect that these two areas of marketing are intertwined and also to strengthen the course content. Modifications will also be made to the SLOs, SPOs, CCOs, MOI, MOE, and assignments.

Modification – Title (from Marketing Management), SLOs, SPOs, content, MOIs, MOEs, assignment, catalog description, add Distance Education – Effective Summer 2017

#### **MRKT 020 PRINCIPLES OF MARKETING**

3 units

Introductory course in marketing with the prime objective of understanding the marketing philosophy and how to improve an organization's performance through strategic marketing activities. Total of 54 hours lecture.

Transfer Credit: CSU.

Rationale: This is an introductory marketing course and we are retitling it from Marketing Management to Principles of Marketing to reflect this introductory status. We will also modify the SLOs, SPOs, CCOs, MOIs, MOEs, assignment, and catalog description. Form D will also be added.

Modification – Title (from Advertising), SLOs, SPOs, content, MOIs, MOEs, assignment, catalog description – Effective Summer 2017

#### **MRKT 123 PROMOTIONS AND MARKETING COMMUNICATIONS**

3 units

Principles and practices of promotions and marketing communications used by marketers to inform and persuade consumers. Introduction to the field of promotions and its role in the marketing mix. Total of 54 hours lecture.

Rationale: This course will be retitled and modified from Advertising to Promotions and Marketing Communications to reflect a comprehensive approach to promotions which is not only limited to advertising but also includes social media, sales promotion, personal selling and customer service, public relations, and direct marketing. Modifications will be made to the course SLOs, SPOs, CCO, MOI, MOE, assignments, and catalog description.



Modification – SLOs, course name change (BUS 160) – Effective Summer 2017

**BUSINESS ADMINISTRATION – CUSTOMER SERVICE Occupational Skills Certificate**

12 units

The curriculum prepares students to work with diverse groups of customers, responding with courtesy and tact. Emphasis on customer skills, effective oral and written communication, interpersonal skills, workplace attitude and conduct, stress and time management, conflict resolution, business etiquette, and problem solving.

An Occupational Skills Certificate is awarded upon completion of all required courses with a grade of C or better.

**Required Courses**

BUS 009 – Introduction to Business (3.0 Units)

BIT 025 – Survey of Computer Technology in Business (3.0 Units)

BUS 011A – Business Communications (3.0 Units)

Or BUS 112 – Business English (3.0 Units)

BUS 160 – Sales and Customer Service (3.0 Units)

Rationale: One SLO was removed (leaving 3 SLOs) and the name of BUS 160 was changed to reflect the new title of BUS 160, Sales and Customer Service.

Modification – Units (from 33-34) – Effective Summer 2017

**BUSINESS ADMINISTRATION – ENTREPRENEURSHIP Certificate of Achievement**

28-30 units

The curriculum prepares students for owning or operating small businesses. Instruction includes all aspects of business creation, start-up strategies, product/service development, legal and financial components of a new business.

A Certificate of Achievement is awarded upon completion of all required courses with a grade of C or better.

**Required Courses**

BIT 025 – Survey of Computer Technology in Business (3)

BUS 002 – Personal Finance (3)

BUS 116 – Entrepreneurship (3)

BUS 011A – Business Communications (3)

BUS 012A – Business Law (3)

BUS 016 – Business Computations Using Technology (3)

OR BUS 014A – Mathematical Analysis for Business – Finite (4)

OR STAT 015 – Statistics for Business and Economics (4)

MRKT 020 – Principles of Marketing (3)

OR MRKT 123 – Promotions and Marketing

ACCT 001A – Financial Accounting (5)

OR ACCT 010 – Bookkeeping – Accounting (4)

BUS 010 – Introduction to Management (3)

OR BUS 009 – Introduction to Business (3)

**Recommended Electives**

BUS 161 – Applied Business Principles and Practices (2)

BUS 160 – Sales and Customer Service (3)

Rationale: Based on job skills updates and changes, certain classes were added, updated, or removed.

Reduction in units from 33-34 to 28-30.

Modification – Units (from 30-31) – Effective Summer 2017

**BUSINESS ADMINISTRATION – FINANCIAL INVESTMENTS Certificate of Achievement**  
25-27 units

The curriculum prepares students for careers in investment banks, stock brokerage firms, insurance companies, and firms providing financial advice in buying and selling of stocks, bonds, or shares in mutual funds.

A Certificate of Achievement is awarded upon completion of all required courses with a grade of C or better.

**Required Courses**

BIT 025 – Survey of Computer Technology in Business (3.0 Units)  
ACCT 010 – Bookkeeping-Accounting (4.0 Units)  
Or ACCT 001A – Financial Accounting (5.0 Units)  
BUS 009 – Introduction to Business (3.0 Units)  
Or BUS 010 – Introduction to Management (3.0 Units)  
BUS 002 – Personal Finance (3.0 Units)  
BUS 118 – Investments (3.0 Units)  
BUS 160 – Sales and Customer Service (3.0 Units)  
BUS 014A – Mathematical Analysis for Business–Finite (4.0 Units)  
Or BUS 016 – Business Computations Utilizing Technology (3.0 Units)  
Or STAT 015 – Statistics for Business and Economics (4.0 Units)  
BUS 011A – Business Communications (3.0 Units)

**Recommended Electives**

ACCT 104A – Computerized Accounting – Quickbooks (3.0 Units)

Rationale: Describe financial controls that may be used to keep a business successful.  
Reduction in units from 30-31 to 25-27.

Modification – Units (from 29-30) – Effective Summer 2017

**BUSINESS ADMINISTRATION – INTERNATIONAL BUSINESS/TRADE Certificate of Achievement**  
23-24 units

The curriculum prepares students for competing in the international global marketplace. Emphasis is on importing, exporting and establishing an overseas business presence. This curriculum is designed for the individual international entrepreneur, as well as the established company executive.

A Certificate of Achievement is awarded upon completion of all required courses with a grade of C or better.

**Required Courses**

ACCT 001A – Financial Accounting (5.0 Units)  
Or ACCT 010 – Bookkeeping-Accounting (4.0 Units)  
BIT 025 – Survey of Computer Technology in Business (3.0 Units)  
BUS 002 – Personal Finance (3.0 Units)  
BUS 009 – Introduction to Business (3.0 Units)  
BUS 011A – Business Communications (3.0 Units)  
BUS 016 – Business Computations Utilizing Technology (3.0 Units)  
Or BUS 014A – Mathematical Analysis for Business–Finite (4.0 Units)  
Or STAT 015 – Statistics for Business and Economics (4.0 Units)  
BUS 150 – Survey of International Business (3.0 Units)  
Or BUS 151 – International Marketing (3.0 Units)  
Or BUS 152 – Principles of Importing and Exporting (3.0 Units)

#### Recommended Electives

BUS 116 – Small Business Management (3.0 Units)

BUS 160 – Sales and Customer Service (3.0 Units)

Rationale: Based on job skills updates and changes, certain classes were added, updated, or removed.

Modification – Units (from 32-33) – Effective Summer 2017

#### BUSINESS ADMINISTRATION – MANAGEMENT Certificate of Achievement

27-29 units

The curriculum prepares students to seek employment as managers or supervisors in medium or large corporations, emphasizing leadership skills. The business supervisor coordinates the operation, production, distribution and sales divisions within an organization by planning, organizing, directing, controlling resources and executing administrative policies through support personnel.

A Certificate of Achievement is awarded upon completion of all required courses with a grade of C or better.

#### Required Courses

ACCT 001A – Financial Accounting (5.0 Units)

Or ACCT 010 – Bookkeeping-Accounting (4.0 Units)

BIT 025 – Survey of Computer Technology in Business (3.0 Units)

BUS 002 – Personal Finance (3.0 Units)

BUS 009 – Introduction to Business (3.0 Units)

BUS 011A – Business Communications (3.0 Units)

BUS 010 – Introduction to Management (3.0 Units)

Or BUS 128 – Human Resources Management (3.0 Units)

BUS 016 – Business Computations Utilizing Technology (3.0 Units)

Or STAT 015 – Statistics for Business and Economics (4.0 Units)

Or BUS 014A – Mathematical Analysis for Business-Finite (4.0 Units)

BUS 160 – Sales and Customer Service (3.0 Units)

Or BUS 117 – Human Relations/Organizational Behavior (3.0 Units)

BUS 161 – Applied Business Principles and Practices (2.0 Units)

#### Recommended Electives

MRKT 020 – Principles of Marketing (3.0 Units)

Rationale: Based on job skills updates and changes, certain classes were added, updated, or removed.

Modification – Units (from 28) – Effective Summer 2017

#### BUSINESS ADMINISTRATION – RETAIL MANAGEMENT Certificate of Achievement

25-26 units

The curriculum prepares students for marketing careers in the retail industry in market research, promotion, advertising, distribution and pricing. Curriculum was developed in cooperation with the Western Association of Food Chains (WAFC), and is a nationally-recognized certificate.

A Certificate of Achievement is awarded upon completion of all required courses with a grade of C or better.

#### Required Courses

ACCT 001A – Financial Accounting (5.0 Units)

Or ACCT 010 – Bookkeeping-Accounting (4.0 Units)

BIT 025 – Survey of Computer Technology in Business (3.0 Units)

BUS 010 – Introduction to Management (3.0 Units)

BUS 011A – Business Communications (3.0 Units)  
BUS 128 – Human Resources Management (3.0 Units)  
BUS 117 – Human Relations/Organizational Behavior (3.0 Units)  
MRKT 020 – Principles of Marketing (3.0 Units)  
MRKT 132 – Retail Management (3.0 Units)

Rationale: Based on job skills updates and changes, certain classes were added, updated, or removed.  
Reduction in units from 28 to 25-26.

Modification – Units (from 48-49) – Effective Summer 2017  
HOSPITALITY MANAGEMENT Certificate of Achievement  
22 units

The Hospitality Management curriculum offers the student the opportunity to receive an Associate Degree and/or a Hospitality Management Certificate of Achievement, as well as fulfill many of the required coursework of existing four-year Hospitality Management Programs throughout the country. The curriculum prepares students to seek entry-level management positions in the hospitality management industry. Related career opportunities abound in the industry, both locally and on a global basis and include such titles as Front Desk Manager, Social Director, Caterer, Hospitality Supervisor, Meeting Planner, Recreational Director and Travel Director. Graduates of the program have the potential of working throughout the world for major hotel, motel and restaurant companies, private clubs, business and industry food-service providers, theme parks and recreational facilities, consulting firms and other related industries.

The curriculum within this program includes a survey of the hospitality industry: operations management, financial management, human resource management, marketing and sales, accounting, business communications, mathematics, leadership, computer technology applications, and more, providing a practical base of hospitality management knowledge and abilities. The Program provides a work site/internship component providing the student with on-the-job experience with local employers while attending Pasadena City College.

A Certificate of Achievement is awarded upon completion of all required courses with a grade of C or better.

#### Required Courses

##### Semester I

HOSP 001 – Introduction to the Hospitality Industry (3.0 Units)  
BIT 025 – Survey of Computer Technology in Business (3.0 Units)  
HOSP 002 – Hospitality Supervision and Human Resource Management (3.0 Units)  
BUS 012A – Business Law (3.0 Units)

##### Semester II

ACCT 010 – Bookkeeping–Accounting (4.0 Units)  
HOSP 130 – Hospitality Marketing, Sales, and Advertising (3.0 Units)  
HOSP 004 – Hospitality Sanitation, Safety & Environmental Issues Manage (3.0 Units)

#### Recommended Electives

BUS 011A – Business Communications (3.0 Units)  
HOSP 101 – Hospitality Internship (3.0 Units)

Rationale: As the Hospitality industry continues to enjoy a healthy worldwide growth for decades, PCC and other institutions offering similar programs have been able to attract many interested students. However, Hospitality Management certificate program, at PCC, traditionally has a very low completion rate.

In the opinion of many students, faculty and business advisory members, the Certificate of Achievement program in Hospitality is very lengthy. Proposed unit reduction will make the certificate more attractive and competitive.

Under this proposal, students will be able to complete the certificate in two semesters.

Modification – Title (from Marketing Merchandising), units (from 36), catalog description, SLOs – Effective Summer 2017)

**MARKETING MANAGEMENT** Certificate of Achievement

21 units

The Marketing Management program provides students with core skills for employment in sales, marketing management, marketing research, promotions and customer service. Students will complete course work that emphasizes customer segmentation, marketing plans, marketing research, consumer behavior, social media marketing, and marketing communication. This program is designed for entry level career paths in Marketing Management, Advertising and Promotions, Marketing Analysts, Market Researcher, Social Media Coordinator, and Sales. A Certificate of Achievement is awarded upon completion of all required courses with a grade of C or better.

#### Required Courses

BUS 009 – Introduction to Business (3.0 Units)

MRKT 123 – Promotions and Marketing Communications (3.0 Units)

MRKT 020 – Principles of Marketing (3.0 Units)

MRKT 150 – Social Media Marketing for Business (3.0 Units)

MRKT 132 – Retail Management (3.0 Units)

BUS 117 – Human Relations/Organizational Behavior (3.0 Units)

BUS 160 – Sales and Customer Service (3.0 Units)

#### Recommended Electives

BIT 025 – Survey of Computer Technology in Business (3.0 Units)

Rationale: The previous name of this program was Marketing Merchandising which overlaps with the Retail Management program that was recently updated. The Retail Management program was updated to reflect the most relevant, competency-based Retail Management curriculum and also to align with the Western Association of Food Chains (W AFC) which regularly employs individuals who complete the Retail Management certificate.

A second reason why the program is being retitled and modified to Marketing Management is to reflect a more comprehensive approach to marketing that extends beyond merchandising. The program-level modifications will include changes to student learning outcomes, catalog description, and modifications to the list of courses that make up the program. We will also be modifying the individual courses that make up the program. The course-level changes include new course description, SLOs, SPOs, methods of evaluations, assignments and textbooks. Additionally, we will be writing a brand new course titled Social Media Marketing for Business that will be part of the Marketing Management program.

The data show that jobs in the marketing field are growing and the median compensation is higher than the national average.