MGMT 102  Retail Management  
Units: 3.0  
Hours: 3.0 Lecture  
Transferable: CSU  
Principles and practices used in management of retail businesses such as foods, motels, service stations, and direct channels. Includes site selection, layout, organization, staffing, positioning, customer service, promotional techniques, and all aspects of the critical buying function. This course has the option of a letter grade or pass/no pass. ADVISORY: Eligible for English 250 and English 260.

MGMT 104  Leadership / Human Relations in Business  
Units: 3.0  
Hours: 3.0 Lecture  
Transferable: CSU  
This course is designed to aid future employees and employers to understand and utilize human relations concepts as they apply to the business environment. It will cover such areas as morale, personal efficiency, leadership, personality, motivation, and communication. This course has the option of a letter grade or pass/no pass. ADVISORY: Eligible for English 250 and English 260.

MGMT 120  Human Resource Management  
Units: 3.0  
Hours: 3.0 Lecture  
Transferable: CSU  
This course introduces human resource management as a staff function in the administration of an organization. The course examines techniques of human resource planning, recruiting, selecting, training, and evaluating personnel; compensation and benefits administration; and union/management relations. This course has the option of a letter grade or pass/no pass.

MGMT 190  Occupational Work Experience / Management-Supervision  
Units: 1.0 TO 4.0  
Hours: 5.0 TO 20.0 Laboratory  
Transferable: CSU  
Occupational work experience for students who have a job related to their major. A training plan is developed cooperatively between the employer, college and student. (P/NP grading) 75 hours per semester paid work = 1 unit. 60 hours non-paid (volunteer) work per semester = 1 unit. May be taken for a maximum total of 16 units. Minimum 2.00 GPA. REQUIRED: Declared vocational major.

MARKETING

MKTG 100  Principles of Marketing  
Units: 3.0  
Hours: 3.0 Lecture  
Transferable: CSU  
An introduction to the economic and social problems involved with moving goods and services from the producer to the consumer. This course covers topics such as marketing institutions, channels of distribution, pricing, and government relationships. This course has the option of a letter grade or pass/no pass. ADVISORY: Eligible for English 250 and English 260.

MKTG 190  Occupational Work Experience / Marketing  
Units: 1.0 TO 4.0  
Hours: 5.0 TO 20.0 Laboratory  
Transferable: CSU  
Occupational work experience for students who have a job related to their major. A training plan is developed cooperatively between the employer, college and student. (P/NP grading) 75 hours per semester paid work = 1 unit. 60 hours non-paid (volunteer) work per semester = 1 unit. May be taken for a maximum total of 16 units. Minimum 2.00 GPA. REQUIRED: Declared vocational major.

MCTV 6  Introduction to Audio Production  
Units: 3.0  
Hours: 2.0 Lecture and 3.0 Laboratory  
Transferable: CSU  
The theory and practice of audio techniques in radio, television, film and multimedia including acoustics, audio language and terms, signal flow, use of microphones, use of microphones, use of mixers and related audio production and digital recording equipment and the aesthetic aspects of sound mixing and post production. Students will be able to apply knowledge and gain hands-on experience recording, editing, mixing and mastering audio. This course has the option of a letter grade or pass/no pass. This course is also listed as THEA 6.

MCTV 16  History and Culture of Television, Film and New Media  
Units: 3.0  
Hours: 3.0 Lecture  
Transferable: CSU; GAV-GE:C1, F  
This course provides an introduction and history of electronic media including radio, television, film, the internet, and other new media. The impact on and reflection of the current social environment is explored through review and analysis of television programs, films, internet webisodes, and other electronic media programming. This course is also listed as THEA 16. ADVISORY: Eligible for English 250 and 260.

MCTV 17A  Television and Video Workshop  
Units: 3.0  
Hours: 2.0 Lecture and 3.0 Laboratory  
Transferable: CSU  
Introduction to theory, terminology and operation of a multi-camera television studio and control room. Including: production, studio signal flow, directing, camera theory and operation, audio equipment set-up, switcher operation, fundamentals of lighting, graphics, video control and recording and live video production. This course is also listed as THEA 17A. ADVISORY: Theatre Arts 16 Intro to TV or consent of instructor.

MCTV 17B  Television and Video Workshop  
Units: 3.0  
Hours: 2.0 Lecture and 3.0 Laboratory  
Transferable: CSU  
Emphasis placed on production and post-production techniques in video production. Student knowledge and skills are increased by participating in live to tape projects. May be repeated twice for credit. This course is also listed as THEA 17B. ADVISORY: Completion of Theatre Arts 17A.

MCTV 19  Acting and Voice for TV / Film / Media  
Units: 3.0  
Hours: 2.0 Lecture and 3.0 Laboratory  
Transferable: CSU, UC  
Theory and practice of acting, performance and development of voice, articulation and pronunciation for TV, film, and media. Learning experiences include project in broadcasting, reporting, commercials, public service announcements (PSA), comedy and drama. This course has the option of a letter grade or pass/no pass. This course is also listed as THEA 19.

MATH 1A  Single-Variable Calculus and Analytic Geometry  
Units: 4.0  
Hours: 4.0 Lecture  
Transferable: CSU, UC; CSU-GE:B4, IGETC:2A; GAV-GE:B4; CAN:MATH18, MATH SEQ BC  
Limits and continuity, analyzing the behavior and graphs of functions, derivatives, implicit differentiation, higher order derivatives, related rates and optimization word problems, Newton’s Method, Fundamental Theorem of Calculus, and definite and indefinite integrals. (C-ID: MATH 210) PREREQUISITE: Mathematics BB with a grade of ‘C’ or better.

MATH 1B  Single-Variable Calculus and Analytic Geometry  
Units: 4.0  
Hours: 4.0 Lecture  
Transferable: CSU, UC; CSU-GE:B4, IGETC:2A; GAV-GE:B4; CAN:MATH20, MATH SEQ BC  
This course is a standard second semester Calculus course covering methods of integration, applications of the integral, differential equations, parametric and polar equations, and sequences and series. (C-ID: MATH 220) (C-ID: MATH 900S: Math 1A + Math 1B) PREREQUISITE: Mathematics 1A with a grade of ‘C’ or better.

Mass Media: also see JOUR 10, Theatre Arts