

**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 area 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 111 Starting a Small Business**

Units: 3.0 Hours: 3.0 Lecture  
Transferable: CSU

The course provides an introduction to the fundamentals of starting (or purchasing) and managing a small business. The student will prepare a comprehensive business plan, in a business of their choice, during the course. Financing, merchandising, and franchising will be covered; with emphasis on decision-making through maintenance and interpretation of accounting data. 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:  
Transferable: CSU

College credit for learning experience obtained on the job in accordance with a training plan developed cooperatively between the employer, college and student. 75 hours per semester per unit or 60 hours per semester for unpaid experience. This is a pass/no pass course. May be taken for a maximum of 16 work experience units. REQUIRED: Declared vocational major. Concurrent enrollment in seven or more units (including CWE units, except for summer school. For summer school, enrollment in one other class is required). Minimum 2.00 G.P.A.

**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 102 Techniques of Selling**

Units: 3.0 Hours: 3.0 Lecture  
Transferable: CSU

The principles and techniques involved in creative selling of products and services. Characteristics of effective selling, reports, territories, and quotas. Emphasis on securing prospects, the selling process, handling objections and inquiries, closing the sale, and follow-up. ADVISORY: Eligible for English 250 and English 260.

**MKTG 103 Principles of Advertising**

Units: 3.0 Hours: 3.0 Lecture  
Transferable: CSU

The basic principles and techniques of business promotion. An exploration of the media as used in communicating to the market. ADVISORY: Eligible for English 250 and English 260.

**MKTG 190 Occupational Work Experience/Marketing**

Units: 1.0 TO 4.0 Hours:  
Transferable: CSU

College credit for learning experience obtained on the job in accordance with a training plan developed cooperatively between the employer, college and student. 75 hours per semester per unit or 60 hours per semester for unpaid experience. This is a pass/no pass course. May be taken for a maximum of 16 work experience units. REQUIRED: Declared vocational major. Concurrent enrollment in seven or more units (including CWE units, except for summer school. For summer school, enrollment in one other class is required). Minimum 2.0 G.P.A.

**MASS COMMUNICATIONS & TELEVISION**

Mass Media: see also JOUR 10, Theatre Arts/Television

**MCTV 6 Introduction to Audio Production**

Units: 3.0 Hours: 2.0 Lecture 3.0 Laboratory  
Transferable: CSU, UC

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 mixers and related production equipment and the aesthetic aspects of sound mixing. Student will apply the learned materials to actual audio production. This course has the option of a letter grade or pass/no pass. May be repeated three times for credit. This course is also listed as THEA 6.

**MCTV 16 Television History and Practice**

Units: 3.0 Hours: 3.0 Lecture  
Transferable: CSU, UC

This course examines theories, history and development of television technology and current distribution practices. Programming genres and production techniques are analyzed, evaluated and compared with other societies as tools of mass communication. 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 3.0 Laboratory  
Transferable: CSU, UC

An introduction to television and video technology, including pre-production, production and post-production techniques such as: camera work, studio equipment, lighting, audio plus off-line and on-line editing. 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 3.0 Laboratory  
Transferable: CSU, UC

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 Television and Film Acting**

Units: 3.0 Hours: 2.0 Lecture 3.0 Laboratory  
Transferable: CSU, UC

Theory and practice of acting for film and television. Students will learn basic performance techniques for the camera. Learning experiences include projects in broadcasting, reporting, commercials, public service announcements (PSA), comedy and drama. This course has the option of a letter grade or pass/no pass. May be repeated three times for credit. This course is also listed as THEA 19.

