

LIB 6 Web Page Authoring I**Units:** 2.0 **Hours:** 2.0 Lecture**Transferable:** CSU; GAV-GE:E2

A introduction to using Hypertext Mark-Up Language (HTML) and Extensible HTML (XHTML) to create web pages which can be uploaded and displayed on the World Wide Web. Students will use HTML/XHTML to create web pages with text in various sizes and colors, links to other sites, background color or patterns, graphics, tables, and mailto links. Principles of design and color as they apply to screen presentations will be included. This course has the option a letter grade or pass/no pass. May be repeated three times for credit. Also listed as CSIS 6 and DM 6. ADVISORY: CSIS 1 or CSIS 2 or CSIS/LIB 3 advised.

LIB 140 Online Health Research**Units:** 2.0 **Hours:** 2.0 Lecture**Transferable:** CSU

A beginning course on how to find reliable and current health-related information, using the Internet and other electronic resources. This course is also listed as AH 140.

MANAGEMENT**MGMT 101 Introduction to Management****Units:** 3.0 **Hours:** 3.0 Lecture**Transferable:** CSU; GAV-GE:F

This is a basic course in management introducing a variety of modern management concepts. This course includes the basic management functions of planning, organization, staffing, leadership, and control. In addition, such concepts as team development, communication, business ethics, and global management perspectives will be discussed. This course has the option of a letter grade or pass/no pass. ADVISORY: Eligible for English 250 and English 260.

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; GAV-GE:F

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 120 Human Resource Management**Units:** 3.0 **Hours:** 3.0 Lecture**Transferable:** CSU; GAV-GE:F

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

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:****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.

MASS COMMUNICATIONS and TELEVISION**Mass Media: see also JOUR 10, Theatre Arts/Television****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 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

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 and 3.0 Laboratory**Transferable:** CSU

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 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.

