

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 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

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.

MASS COMMUNICATIONS & TELEVISION**Mass Media: also see JOUR 10, Theatre Arts****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, 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.

MATHEMATICS**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 8B 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.