

# MARKETING

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**Division: Business and Computer Information Systems**

## Division Dean

Dr. Treisa Cassens (Interim)

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## Faculty

Jeannie Jo

Dr. Kathleen Troy

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## Counselor

Robert Grantham

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## Business Administration Transfer Program (AS-T Business Administration)

Students should consult a counselor or [www.assist.org](http://www.assist.org) for lower division major requirements for most California public universities. (See the Standard Definitions section of the catalog for a description of ASSIST.)

Students transferring to an independent college/university should consult the catalog of the individual school and a counselor for lower division major requirements.

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- Marketing Associate in Science Degree
  - Marketing Certificate

At Cypress College, there are Department Program Student Learning Outcomes and Degree & Certificate Program Student Learning Outcomes.

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## Department Program Student Learning Outcomes:

The courses taught by this department contribute to the following ISLO/PSLOs: A-Breadth of Knowledge, Competencies, and Skills, B-Communication Skills, C-Critical Thinking, Problem Solving, and Information Competency Skills, and D-Personal, Academic, and Professional Development; specifically, the following ISLO/PSLO subcategories: A1-Business and Computer Information Systems, B3-Communicating, B4-Presenting, C1-Analysis, C2-Computation, C3-Research, and D3-Equity.

Students who complete the Marketing field of study will be able to:

- Understand the various marketing functions (product development, pricing, promotion, and distribution) and how organizations utilize these to produce goods and services that satisfy the needs and wants of consumers.
  - Enhance his/her employment opportunity in the specific area of marketing.
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## Degree & Certificate Program Student Learning Outcomes:

The program student learning outcomes for each award can be found on the specific degree or certificate page.