



## POST SECONDARY PROGRAM CURRICULUM AY 2021-2022

Associate Degree Program Title: Associate of Science in Marketing

**Formerly (If Applicable include Program Title):**

**College:** Business and Visual Communications

**Division:** Trades and Professional Services

**Author 1:** Amada Manzana

**Author 2 (optional):** Katherine Chargualaf

APPROVED



**Date Submitted to CRC:** 04/21/2022

EFFECTIVE CATALOG: AY2022-2023

**Date Reviewed by CRC:** 04/22/2022

DATE APPROVED: 06/06/2022

EFFECTIVE BANNER TERM: 202280

APPROVED BY	NAME	SIGNATURE	DATE
DEAN	Pilar P. Williams		6.1.2022
VP for ACADEMIC AFFAIRS	Virginia C. Tudela, Ph.D.		06.06.22

**Type of Action:**

**RE-INSTITUTION** (attach a copy of the most recently approved course curriculum and update the following information). Justification for course re institution:

**Type of Substantive Action(s) - Please specify the type(s) of substantive change(s) requested**

1. **Substantive Change 1:** Change in Technical/Core Requirements
2. **Substantive Change 2:**
3. **Substantive Change 3:**
4. **Substantive Change 4:**
5. **Substantive Change 5:**
6. **Substantive Change 6:**
7. **Other (Describe SR changes if not listed above):**

**Type of Non-Substantive Action(s) - Please specify the type(s) of non-substantive change(s) requested**

1. **Non-Substantive Change 1:** Change in General Education Requirement that does not change the distribution of requirements
2. **Non-Substantive Change 2:**
3. **Non-Substantive Change 3:**
4. **Non-Substantive Change 4:**
5. **Other (Describe NSR changes if not listed above):**

**INTRODUCTION**

**Contextual Framework For Adoption or Re Institution:** Added EN111 in options for English for those who plan to transfer to University of Guam. Changed the Humanities and Fine Arts to VC101 Introduction to Visual Communications, which is also a prerequisite for required Visual Communications Classes. Removed courses from Technical/Core Requirements and added an Electives Category to give options for students who are either geared towards the Supervision and Management or Visual Communications field.

**This is a CTE program and is aligned with following Career Cluster:** Marketing

**And is aligned with the following Career Pathway:** Marketing

**Implementation Term:** Fall 2022

## **RATIONALE FOR PROPOSAL**

**Reason this proposal should be adopted in light of the College's mission statement and educational goals (adoptions only):** N/A

**Long-term employment outlook for this program area, including the number of available positions in the service area for graduates and expected salary level (update for currency).:**

The employment outlook for marketing professionals on Guam and elsewhere in the Pacific Rim is bright. Private sector companies engaged in marketing activities, seek to hire our marketing students, participate in our Work Experience program and have our students perform research projects. Some of our graduates decide to start businesses because of the confidence and knowledge they gain from the Entrepreneurship course. Starting salaries vary considerably depending upon the type of work performed, the financial health of the employer, and the skill of the graduate, but career-sustaining salaries are frequently obtainable.

**Conformity of this program to legal and other external requirements. Include Guam State CTE requirements, accrediting agency standards, State Board regulations, and professional certification or licensing requirements if applicable.:**

N/A

**Results of program assessment:**

**Target Population:** Students seeking an Associate of Science in Marketing and students seeking to obtain degrees in both Marketing and Visual Communications.

## **RESOURCE REQUIREMENTS AND ESTIMATED COSTS**

**Resources (materials, media, equipment) and costs (only add if new for the program):**

N/A

**Facility requirements (only add if new for the program):**

N/A

**Does the proposed curriculum meet the requirements for Title IV Federal Student Aid?:** Yes

**Comments (optional):**

## PROGRAM DESCRIPTION & STUDENT LEARNING OUTCOMES

### -PROGRAM LEVEL

This program description will appear in the College Catalog followed by the Student Learning Outcomes – Program Level.\*Refer to Student Learning Outcomes (SLO) Handbook in developing SLO's (available on the Worklife tab on MyGCC).

**Program Description:** The Associate of Science Degree in Marketing provides students with the knowledge and skills required to obtain career-sustaining employment in a marketing profession. Among the many career opportunities in marketing are account executive, buyer, merchandiser, brand manager, retail supervisor, advertising assistant, market researcher, and social media marketing coordinator. The marketing program will equip students with the experience and technical skills necessary for rapid progression into mid-management positions.

**Program Learning Outcomes 1:** Assess which marketing communication platforms will most effectively meet the needs of the marketplace.

**Program Learning Outcomes 2:** Design a strategic marketing plan for a new or existing business.

**Program Learning Outcomes 3:** Apply technical skills required to obtain career-sustaining marketing positions.

**Program Learning Outcomes 4:**

**Program Learning Outcomes 5:**

These PLOs can be measured and learning is demonstrated.: Yes

## PROGRAM DESCRIPTION & CONTENT

**Program Title:** Associate of Science in Marketing

**General Education Requirements (19 is the minimum number of credits):** 19-21

**Major Requirements (minimum number of credits) this includes any General Education Courses that are required outside of the standard Gen Ed section:** 33

**Electives (minimum number of credits):** 9

**Total Number of Credits for Associates:** 61- 63

**English (EN 110 and EN 110A are equivalents):**

EN110 Freshman Composition, EN110A Freshman Composition, or EN111 Writing for Research

**Mathematics:**

MA110A Finite Mathematics or higher

**Literacy for Life:**

CS152 Macintosh Applications

**Humanities & Fine Arts:**

VC101 Introduction to Visual Communications

**Natural & Physical Sciences (All options are 4 credits):**

Any Science and Lab

**Social & Behavioral Sciences (Choose 1):**

SO130 Introduction to Sociology, PY120 General Psychology, or PY125 Interpersonal Relations

**List Major Requirements (alpha/number/title/credits) this includes any General Education courses in addition to what is required under General Education Requirements. Include total number of credits:**

MK123 Principles of Marketing (3)

MK124 Selling (3)

MK125 Social Media Marketing (3)

MK205 Entrepreneurship (3)

MK206 Retailing (3)

MK208 International Marketing (3)

MK224 Advertising (3)

MK292 Marketing Practicum (3)

VC125 Digital Graphics: Raster (3)

VC126 Digital Graphics: Vector (3)

VC128 Design Principles & Elements (3)

Total: 33

**List Elective Courses (or provide category, optional) include total: (Complete 9 credits)**

OA211 Business Communication (3)

SM205 Purchasing (3)

SM220 Management Skill Development (3)

VC211 Design Studio I (3)

VC212 Design Studio II (3)

Total: 9

**Eligibility Requirements or Prerequisite requirements (if applicable):**

**Articulation (if applicable - DCAPS, UOG, etc.):**

DCAPS:

Secondary course CTMK050 will articulate to postsecondary course MK123.

Secondary course CTMK060 will articulate to postsecondary course MK124.

Secondary course CTMK070 will articulate to postsecondary course MK205.

## Course Sequence by Semester

### **Semester One (please include subject/course number/title/credits:**

EN110 Freshman Composition (3), EN110A (4), or EN111 Writing for Research (3)

MK123 Principles of Marketing (3)

CS152 Macintosh Applications (3)

VC125 Digital Graphics: Raster (3)

VC126 Digital Graphics: Vector (3)

**Semester One Credit Total:** 15-16

### **Semester Two (please include subject/course number/title/credits:**

MK124 Selling (3)

MK206 Retailing (3)

MA110A Finite Mathematics (3)

VC101 Intro to Visual Communications (3)

VC128 Design Principles & Elements (3)

**Semester Two Credit Total:** 15

### **Semester Three (please include subject/course number/title/credits:**

MK125 Social Media Marketing (3)

MK208 International Marketing (3)

MK224 Advertising (3)

Choose one: **(OA211 Business Communication (3) or, VC211 Design Studio I (3), or SM211 Management Skill Development (3), VC212 Design Studio II (3), or SM205 Purchasing (3))**

Science Gen Ed (4)

**Semester Three Credit Total:** 16

### **Semester Four (please include subject/course number/title/credits:**

PY120/PY125/SO130 (3) (Choose one)

Choose two: **(OA211 Business Communication (3) or, VC211 Design Studio I (3), or SM211 Management Skill Development (3), VC212 Design Studio II (3), or SM205 Purchasing (3))**

MK205 Entrepreneurship (3)

MK292 Marketing Practicum (3)

**Semester Four Credit Total:** 15

## Advisory Committee Minutes

Please copy and paste meeting minutes or submit to CRC via email [gcc.crc@guamcc.edu](mailto:gcc.crc@guamcc.edu) :

### BUSINESS ADVISORY COMMITTEE MEETING

April 18, 2022

4:00 pm

(via Google Meets: <https://meet.google.com/ynu-ivss-aqh>)

### MINUTES

**Call to Order:** Advisory meeting called to order at 4:02 pm

Business Advisory Attendees:

Present: Letitia Byerly (Lotte Duty Free), Mark Tokito (BOH), Ernie Galito (Atkins Kroll, Inc.)

Not Present: Jessie Rosario (Graphic Center), Beverly Dorion (Docomo)

Department Attendees:

Accounting: Pilar Pangelinan

Marketing: Kathy Chargualaf, Nenita Cruz, Norma Guerrero, Amada Manzana, Michelle Randle, Yvonne Tam

Supervision & Management: Fred Tupaz

Visual Communications: Nita Jean Cepeda, Paul Healy, Sean Lizama

Work Experience: Cathy Leon Guerrero

- I. **Announcements** – Secondary Marketing expressed their appreciation for L. Byerly, E. Galito, and M. Tokito's participation in their digital flyer contest
- II. **Approval of Minutes for 04/30/21:** In the interest of time due to the amount of program and curriculum review that was needed, motion to table minutes made by M. Randle, 2<sup>nd</sup> by A. Manzana - Motion carried.
- III. **Old Business**
  - a. Curriculum/Program Review
    1. Accounting
      - a) Program Review: Added EN111 to General Education Requirements for articulation to UOG/Instructor is "Teaching Online Certified" and online modality requested
      - b) Courses:
        - AC100 – Non-substantive revisions – Online modality)
        - AC150 – Non-substantive revisions – Online modality/revised SLO to align better for UOG for articulation
        - AC212 – Non-substantive revisions – Online modality to allow more opportunity for articulation with UOG
        - AC250 – Non-substantive revisions - Online Modality/SLOs changed to align with UOG's BA304 for articulation/change of textbook for alignment of SLOs

AC225 – Non-substantive revision/Online modality/revised SLO to align for certification with American Hotel Lodging Institute certification/to be integrated into Tourism & Hospitality Management Program

AC233 – Non-substantive revision/Online modality/Change of textbook to Cengage Publisher for more cost-effective course management by students

Motion to approve curriculum revisions to AS Accounting Program and Course revisions as stated – Motioned by E. Galito, 2<sup>nd</sup> by M. Tokito – Motion carried.

## 2. Marketing

### a) Post-Secondary Marketing:

1) **Program Review: Change in Technical Core requirements adding EN110A & EN111/Added more management or visual communications courses for the student to select management or technical focus**

### 2) Courses:

MK123-Online modality/Update textbook to Cengage Publishing/Update SLOs to align with textbook

MK125-Online modality/Update textbook to Cengage Publishing/Update SLOs to align with textbook

MK206-Online modality/Update textbook to Cengage Publishing/Update SLOs to align with textbook/upgrade equipment budget for \$30K modified SLO to align with the textbook

MK208-Online modality/Update textbook to Cengage Publishing/Update SLOs to align with textbook/upgrade equipment budget for \$30K modified SLO to align with the textbook

### b) Secondary Marketing

1) Program Review:No recommended changes

### 2) Courses:

CTMK050-Updated SLOs to match DCAPS articulation with MK123

CTMK060-Changed course description to align DCAPS articulation with MK124 and added a new MK124 textbook as a reference

CTMK062-Minor modifications to SLO/Need to update technology approximately \$30,000 for each school lab

CTMK070-Changed course description to align DCAPS articulation with MK205 and added new MK124 textbook as a reference

CTMK072 Same as CTMK072 Marketing Lab II

Motion to approve curriculum revisions to AS Marketing Program and Course revisions as stated – Motioned by M. Tokito, 2<sup>nd</sup> by E. Galito - – Motion carried.

Motion to approve curriculum revisions to Secondary Marketing Program and Course revisions as stated – Motioned by M. Tokito, 2<sup>nd</sup> by L. Byerly – Motion carried.

## 3. Supervision & Management

### 1. Program Review:

1) AS in Supervision and Management: Non-substantive Revision - Wording change in the catalog program description that does not significantly change the program content/



- Change in program Major and/or General Education Requirements that does not change the distribution of requirements
- 2) Certificate in Supervision and Management: Non-Substantive Revision - Wording change in the catalog program description that does not significantly change the program content
  2. Courses: The following courses all had non-substantive revisions made to either comply with the institutions' requirement to review the curriculum every five years or to align the course guides and the catalogs accordingly. In addition, an online/hybrid modality was suggested for each course to allow for more student flexibility. The courses are as follows:  
SM108/SM211/SM215/SM225/SM240/SM245/SM292

Motion to approve curriculum revisions to AS Supervision and Management Program and Course revisions as stated – Motioned by M. Tokito, 2<sup>nd</sup> by E. Galito - – Motion carried.

#### 4. Visual Communications

- a) Post-Secondary Visual Communications
  - 1) Program Review: No recommended changes.
  - 2) Course Review:  
VC221 and VC222 were submitted with non-substantive revisions. Revisions made for course outline simplification.
- b) Secondary Visual Communications
  - 1) Program Review: Non-substantive review submitted for DCAPS articulation with PS AS Marketing Program
  - 2) Course Review: No recommended changes.

Motion to approve curriculum revisions to AS Marketing Program and Course revisions as stated – Motioned by M. Tokito, 2<sup>nd</sup> by E. Galito - – Motion carried.

Motion to approve curriculum revisions to Secondary Marketing Program and Course revisions as stated – Motioned by M. Tokito, 2<sup>nd</sup> by L. Byerly – Motion carried.

#### b. Department Activities: TBD

### V. New Business

- Department Activities: The following department activities were undertaken by the Business and Visual Communications Department for Spring 2022  
Accounting: None but volunteers helped clean up Togcha Beach  
Marketing: DECA distribution to Guma San Jose  
Supervision and Management: Car Wash Fundraiser and Campus Cleanup for Island Girl Power  
Visual Communications: Show and Sell (Feb '22)/LinkUp 2022 Reverse Job Fair (April 20, 2022)

### IV. Concerns/Other Issues

New Department Chair introduced – Ms. Yvonne Tam  
M. Tokito wanted to express his thanks to DC/Expressed longest-running advisory member (he's at least 10 years since R. Roberson)  
L. Byerly expressed her appreciation for our committee

E. Galito expressed his appreciation to serve on the committee and appreciates everyone's input. Confident in all subject matter expertise. Confidence in curriculum developed that is suitable to Guam's workforce.

**VII. Next meeting** – Fall 2022

**VIII. Adjournment:** Motion to adjourn by A. Manzana, 2<sup>nd</sup> by K. Chargualaf – Meeting adjourned at 5:05 pm