



## **Business: Marketing**

### **Instruction**

#### **Vision/Narrative**

The Business/CSIS Department at Gavilan College prepares students to succeed in a diverse global society by offering an education focused on relevant business subjects and current technology. We invite students to envision and achieve their personal educational goals, including employability, transfer to four-year institutions, and life-long learning.

RETAIL MANAGEMENT, a new program within the Business department, is designed to prepare students to assume leadership positions in the retail sector, providing them with the essential business skills needed to perform supervisory and management duties. Created through a partnership with the Western Association of Food Chains and retailers in a variety of fields, it will help students pursue careers in the grocery industry and others that deal directly with consumers, such as the apparel, home furnishings, general merchandise, and services industries.

The Retail Management Program offers both an AS degree as well as a Certificate of Achievement in Retail Management. The program serves both entry level job candidates and incumbent employees. The Western Association of Food Chains (WAFC), a nonprofit organization representing major food retailers, endorses the program.

Current MARKETING class is part of the Retail Management.  
Increase enrollments and add new Marketing classes as student demand directs.

#### **Feedback from Supervisor / Dean**



**Program Objective 1: Increase the number of students who intend to complete the Retail Management certificate.**

**Strategy and Goal(s):**

Not Applicable: RESUBMITTED: Copied from Academic Year 2014-15

**IEC Program Review:**

Yes, this Objective is based from the last IEC Program Review.

**Progress:**

Closed: RESUBMITTED: See Academic Year 2016-17 Program Plan

**Rankings:**

Ranker	Comments	Rank
Dean	No ranking needed	4
Vice-President		4
Budget Committee		
President's Council		



**Program Objective 2: Increase enrollments and add new Marketing classes as student demand directs.**

**Strategy and Goal(s):**

Not Applicable: RESUBMITTED: Copied from Academic Year 2014-15

**IEC Program Review:**

Yes, this Objective is based from the last IEC Program Review.

**Progress:**

Closed: In spite of section cuts, enrollments are gradually increasing.  
RESUBMITTED: See Academic Year 2016-17 Program Plan

**Activity 1: Advocate for an Occupational Institute and a counselor specializing in occupational fields.**

**Personnel Request - *none***

**Non-Personnel Request - *none***

**Rankings:**

Ranker	Comments	Rank
Dean	Consider online offerings for the classes.	11
Vice-President	What is the plan?	8
Budget Committee		
President's Council		