

## District Technical Review Committee Meeting Agenda

**Tuesday, June 1, 2021**

**2:30-4:00pm**

**Hosted Via Zoom**

Committee Members	Guests
<input type="checkbox"/> Steven Schmidt (Chair, MUS)	<input type="checkbox"/> Lijuan Zhai (AVC Ed Services and Institutional Effectiveness, RCCD)
<input type="checkbox"/> Jeannie Kim (Co-Chair, VC Ed Services)	<input type="checkbox"/> Bryan Nicol (Staff, RCCD)
<input type="checkbox"/> Kelly Douglass (ENG, RCC)	<input type="checkbox"/> Ellen Brown-Drinkwater (AO, RCC)
<input type="checkbox"/> Brian Johnson (MAT, NOR)	<input type="checkbox"/> Nick Franco (AO, NOR)
<input type="checkbox"/> Ann Pfeifle (HIS, MVC)	<input type="checkbox"/> Jeanne Howard (AO, MVC)
	<input type="checkbox"/> Sabina Fernandez (Staff, MVC)
	<input type="checkbox"/> Casandra Greene (Staff, RCC)
	<input type="checkbox"/> Nicole Brown (Staff, NOR)
Additional Guests:	

### **Zoom Information**

<https://cccconfer.zoom.us/j/93965847945>

+1 669 900 6833 (US Toll)

Meeting ID: 939 6584 7945

### **Agenda and Minutes**

1. Approval of Agenda
2. Approval of Minutes – May 18, 2021

### **Action Items**

1. Curriculum Proposals

### **Discussion Items**

1. Meta Updates – Bryan Nicol

### **Program Documentation:**

1. New Programs
  - a. Moreno Valley – IT Project Management
  - b. Riverside – Cake Decorating
2. Program Modifications
  - a. Norco – ADT English
  - b. Moreno Valley – Fitness Professionals

- c. Riverside – Industry Marketing Certificate
- d. Riverside – Paralegal Studies
- e. Moreno Valley – Administration of Justice/Law Enforcement Basic Peace Officer Modular Academy
- f. Riverside – Business Administration: Marketing Concentration

*Notice is Hereby Given That Pursuant to Executive Order N-29-20 the Riverside Community College District Technical Review Committee will meet on June 1, 2021 via Zoom Conferencing.*

*Consistent with Executive Order N-29-20 and Government Code sections 54953.2, 54954.1, 54954.2, and 54957.5, the Riverside Community College District Technical Review Committee will provide to individuals with disabilities reasonable modification or accommodation including an alternate, accessible version of all meeting materials. To request an accommodation, please contact [techreview@rccd.edu](mailto:techreview@rccd.edu) at least one week prior to the meeting. Requests received after this time will be honored when possible.*

*Members of the public wishing to comment on an agenda item or other topic within the purview of the Riverside Community College District Technical Review Committee will be given the opportunity via Zoom or may submit commentary to [techreview@rccd.edu](mailto:techreview@rccd.edu).*

# Technical Review - Curriculum Proposals

Proposals for 06/01/2021

## Courses

### Course Deletions

		M	N	R	Notes		
<b>H</b>	<b>CAT 84</b>	<b>Word Processing: WordPerfect for Windows</b>		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
	Awaiting program modifications - RIV Paralegal and MOV Computer Applications.						
<b>H</b>	<b>CIS 84</b>	<b>Word Processing: WordPerfect for Windows</b>		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
	Awaiting program modifications - RIV Paralegal and MOV Computer Applications.						
	<b>ESL 51</b>	<b>Basic Writing and Grammar</b>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	<b>ESL 52</b>	<b>Low-intermediate Writing and Grammar</b>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	<b>ESL 53</b>	<b>Intermediate Writing and Grammar</b>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	<b>ESL 54</b>	<b>High-intermediate Writing and Grammar</b>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	<b>ESL 55</b>	<b>Advanced Writing and Grammar</b>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	<b>ESL 90A</b>	<b>Special Topics in ESL: Improving Note Taking Skills</b>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

### Course Inclusions

		M	N	R	Notes		
	<b>AHS 11</b>	<b>Visual Description: Writing About Art</b>		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	

### Course Major Modifications

		M	N	R	Notes		
<b>H</b>	<b>ADJ R1A2</b>	<b>Level III Modular Academy Training</b>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Holding to verify course hours, units, and description.						
<b>H</b>	<b>ADJ R1B</b>	<b>Level II Modular Academy Training</b>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Holding to verify course hours, units, and description.						
<b>H</b>	<b>ADJ R1C</b>	<b>Regular Basic Course, Modular Format, Module I Training</b>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Holding to verify course hours, units, and description.						
	<b>ESL 46</b>	<b>Beginning American College English</b>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	<b>ESL 47</b>	<b>Low-Intermediate American College English</b>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	<b>ESL 48</b>	<b>Intermediate American College English</b>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	<b>ESL 49</b>	<b>High-Intermediate American College English</b>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	<b>ESL 50</b>	<b>Advanced American College English</b>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	<b>ESL 65</b>	<b>American Classroom Culture</b>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	<b>ESL 71</b>	<b>Basic Reading and Vocabulary</b>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	<b>ESL 72</b>	<b>Intermediate Reading and Vocabulary</b>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

## Courses

### Course Major Modifications

M N R Notes

ESL 73	High Intermediate Reading and Vocabulary	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
ESL 846	Beginning American College English	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
ESL 847	Low-Intermediate American College English	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
ESL 848	Intermediate American College English	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
ESL 849	High-Intermediate American College English	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
ESL 850	Advanced American College English	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
ESL 90D	Special Topics in ESL: Verb Tense Review	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
ESL 91	Oral Skills I: Beginning Oral Communication	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
ESL 92	Oral Skills II: Intermediate Oral Communication	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
ESL 93	Oral Skills III: Advanced Oral Communication	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
ESL 95	Pronunciation and Accent Reduction	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
FIT 15	Firefighter Refresher - Core Competencies	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

### Distance Education

M N R Notes

JOU 12DE	Photojournalism	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
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## Programs

### New Programs

M N R Notes

#### Certificate

CIS	IT Project Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
CUL	Cake Decorating	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	

### Program Modifications

M N R Notes

#### ADT

ENG	English	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
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#### Certificate

KIN	Fitness Professionals	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
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<b>H</b> MKT	Industry Marketing Certificate	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
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Minutes attached indicate that approval was tabled. Holding for updated minutes.

#### Degree

PAL	Paralegal Studies	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
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# Programs

## Program Modifications

M N R Notes

### Degree & Certificate

ADJ	Administration of Justice/Law Enforcement Basic Peace Officer Modular Academy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
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<b>H</b> BUS	Business Administration: Marketing Concentration	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
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Minutes attached indicate that approval was tabled. Holding for updated minutes.

# Technical Review Committee

Proposals for Review for Meeting: 06/01/2021

## Courses

### Course Deletions

		M	N	R	Discussion	Action
<b>H</b>	<b>CAT 84</b> Rationale: <b>Word Processing: WordPerfect for Windows</b> Course is being deleted from the Riverside Course inventory.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Awaiting program modifications - RIV Paralegal and MOV Computer Applications.	
<b>H</b>	<b>CIS 84</b> Rationale: <b>Word Processing: WordPerfect for Windows</b> Course is being deleted from the Riverside Course inventory.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Awaiting program modifications - RIV Paralegal and MOV Computer Applications.	
	<b>ESL 51</b> Rationale: <b>Basic Writing and Grammar</b> The ESL 51-55 course sequence is being deleted since it has been replaced by the ESL 46-50 sequence, which aligns with AB705 recommendations.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
	<b>ESL 52</b> Rationale: <b>Low-intermediate Writing and Grammar</b> The ESL 51-55 course sequence is being deleted since it has been replaced by the ESL 46-50 sequence, which aligns with AB705 recommendations.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
	<b>ESL 53</b> Rationale: <b>Intermediate Writing and Grammar</b> The ESL 51-55 course sequence is being deleted since it has been replaced by the ESL 46-50 sequence, which aligns with AB705 recommendations.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
	<b>ESL 54</b> Rationale: <b>High-intermediate Writing and Grammar</b> The ESL 51-55 course sequence is being deleted since it has been replaced by the ESL 46-50 sequence, which aligns with AB705 recommendations.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
	<b>ESL 55</b> Rationale: <b>Advanced Writing and Grammar</b> The ESL 51-55 course sequence is being deleted since it has been replaced by the ESL 46-50 sequence, which aligns with AB705 recommendations.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
	<b>ESL 90A</b> Rationale: <b>Special Topics in ESL: Improving Note Taking Skills</b> With the implementation of the integrated ESL curriculum, the discipline felt that this course was no longer needed for students, especially given that it has not been offered in the last three years.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		

# Courses

## Course Inclusions

M N R Discussion Action

**AHS 11**      **Visual Description: Writing About Art**     

Rationale:      AHS-11 is already offered at RCC and MVC and is part of the district-wide Fine and Applied Arts AOE. Offering this course at Norco will enable our students to work toward this AOE and to have parity in course choices across all campuses.

## Course Major Modifications

M N R Discussion Action

**H ADJ R1A2**      **Level III Modular Academy Training**              Holding to verify course hours, units, and description.

Rationale:      The hours of lecture and lab needed to be changed in response to changes made by POST (Peace Officer Standards and Training). The content did not change. This is one of three curricula that are completed in a sequence for POST certification. The changes involve moving learning domains between the three curricula.

**H ADJ R1B**      **Level II Modular Academy Training**              Holding to verify course hours, units, and description.

Rationale:      The hours of lecture and lab needed to be changed in response to changes made by POST (Peace Officer Standards and Training). The content did not change. This is one of three curricula that are completed in a sequence for POST certification. The changes involve moving learning domains between the three curricula.

**H ADJ R1C**      **Regular Basic Course, Modular Format, Module I Training**              Holding to verify course hours, units, and description.

Rationale:      The hours of lecture and lab needed to be changed in response to changes made by POST (Peace Officer Standards and Training). The content did not change. This is one of three curricula that are completed in a sequence for POST certification. The changes involve moving learning domains between the three curricula.

**ESL 46**      **Beginning American College English**     

Rationale:      This course is being revised to adjust the word count only to align with recent changes in English 1A.

**ESL 47**      **Low-Intermediate American College English**     

Rationale:      This course is being revised to adjust the word count only to align with recent changes in English 1A.

**ESL 48**      **Intermediate American College English**     

Rationale:      This course is being revised to adjust the word count only to align with recent changes in English 1A.

## Courses

### Course Major Modifications

M N R Discussion

Action

**ESL 49**      **High-Intermediate American College English**     

Rationale: This course is being revised to adjust the word count only to align with recent changes in English 1A.

**ESL 50**      **Advanced American College English**     

Rationale: This course is being revised to adjust the word count only to align with recent changes in English 1A.

**ESL 65**      **American Classroom Culture**     

Rationale: The purpose of this modification is to conduct a standard review of content, update texts, add new course objectives, and align to new course sequence.

**ESL 71**      **Basic Reading and Vocabulary**     

Rationale: ESL is revising the support courses to align with the new sequence of core ESL courses which were revised to align with AB705 recommendations. In addition, advisories and textbooks are being updated.

**ESL 72**      **Intermediate Reading and Vocabulary**     

Rationale: ESL is revising the support courses to align with the new sequence of core ESL courses which were revised to align with AB705 recommendations. In addition, advisories and textbooks are being updated.

**ESL 73**      **High Intermediate Reading and Vocabulary**     

Rationale: ESL is revising the support courses to align with the new sequence of core ESL courses which were revised to align with AB705 recommendations. In addition, advisories and textbooks are being updated.

**ESL 846**      **Beginning American College English**     

Rationale: This course is being revised to adjust the word count only to align with recent changes in English 1A.

**ESL 847**      **Low-Intermediate American College English**     

Rationale: This course is being revised to adjust the word count only to align with recent changes in English 1A.

**ESL 848**      **Intermediate American College English**     

Rationale: This course is being revised to adjust the word count only to align with recent changes in English 1A.



## Courses

### Course Major Modifications

M N R Discussion

Action

**ESL 849**      **High-Intermediate American College English**     

Rationale: This course is being revised to adjust the word count only to align with recent changes in English 1A.

**ESL 850**      **Advanced American College English**     

Rationale: This course is being revised to adjust the word count only to align with recent changes in English 1A.

**ESL 90D**      **Special Topics in ESL: Verb Tense Review**     

Rationale: The purpose of this modification is to review the course content, update texts, and add course objectives.

**ESL 91**      **Oral Skills I: Beginning Oral Communication**     

Rationale: ESL is revising the support courses to align with the new sequence of core ESL courses which were revised to align with AB705 recommendations. In addition, advisories and textbooks are being updated.

**ESL 92**      **Oral Skills II: Intermediate Oral Communication**     

Rationale: ESL is revising the support courses to align with the new sequence of core ESL courses which were revised to align with AB705 recommendations. In addition, advisories and textbooks are being updated.

**ESL 93**      **Oral Skills III: Advanced Oral Communication**     

Rationale: ESL is revising the support courses to align with the new sequence of core ESL courses which were revised to align with AB705 recommendations. In addition, advisories and textbooks are being updated.

**ESL 95**      **Pronunciation and Accent Reduction**     

Rationale: ESL is revising the support courses to align with the new sequence of core ESL courses which were revised to align with AB705 recommendations. In addition, advisories and textbooks are being updated.

**FIT 15**      **Firefighter Refresher - Core Competencies**     

Rationale: Increased lab hours are imperative to accommodate training aspects of firefighter core competencies and provide the additional support needed by our collaborative partners.

## Courses

### Distance Education

M N R Discussion

Action

JOU 12DE Photojournalism

Rationale:

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## Programs

### New Programs

M N R Discussion

Action

#### Certificate

CIS IT Project Management

Rationale: The Project Management Institute (PMI) reports an "extraordinarily positive jobs outlook for skilled project professionals." Pointing to a rising need for technical project management professionals globally as well as a larger portion of the existing professional talent pool reaching retirement age, they estimate that employers will need 87.7 million individuals working in project management-oriented roles by 2027. The PMI also points out that a number of industries are seeing an increased demand for project management positions as these fields change, particularly those with rapidly changing technology needs. US Bureau of Labor Statistics reports a faster than average growth for several related positions in technical project management. Employment of computer and information systems managers is projected to grow 12% from 2016 through 2026. IT Project Management program is aimed to expand local and regional workforce while provide opportunities for students to establish careers or transition to a higher-level roles in organizations.

Documents: [Narrative](#) [LMI](#) [Advisory Committee](#) [Regional Consortium](#)

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CUL Cake Decorating

Rationale: Students who complete both cake decorating classes, can use this certificate for potential employment opportunities, which may provide them a better opportunity for consideration.

Documents: [Narrative](#)

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# Programs

## Program Modifications

M N R Discussion

Action

### ADT

**ENG**      **English**     

Rationale:      ENG 18, 24 and 25 significantly expand the diversity of options offered to English ADT students, particularly in terms of representation and diversity. At present, Norco offers only one course focused on the literature of a historically minoritized community (ENG 20 – Survey of African American Literature). The revised ADT will allow the discipline to provide students with access and expose to literature from a wider range of communities.

Additionally, the above courses will, after further revision, qualify for the Ethnic Studies requirement for transfer to CSUs.

### Certificate

**KIN**      **Fitness Professionals**     

Rationale:      This is a minor modification to the wording, minor correction to the catalog description paragraph only, and no change to the program. Program was approved November 2020 by Board and on 21-22 Catalog. Would like to make correction for 21-22 Addendum to Catalog. Additionally, there is a slight correction to include the correct title for KIN 43 Introduction to Personal Training, on the Narrative only.

**H**

**MKT**      **Industry Marketing Certificate**     

Rationale:      Modification of currently existing 15-unit Locally-Approved marketing certificate into a 15-unit State-Approved marketing certificate. The name of this new State-Approved certificate is Industry Marketing Certificate. This naming will clearly differentiate this 15-unit program from existing Associates of Science Business Administration Marketing Concentration. Rationale for this State-Approved Industry Marketing Certificate is for RCC to offer students a shorter than concentration program that they can utilize for employment. This 15-unit Industry Marketing Certificate program prepares students for marketing industry certification offered from The American Marketing Association as well as digital marketing certification. Along with these industry certifications, the academic Industry Marketing Certificate from RCC with proof on college transcript will increase the employability of students.

Minutes attached indicate that approval was tabled. Holding for updated minutes.

# Programs

## Program Modifications

M N R Discussion

Action

### Degree

<b>PAL</b>	<b>Paralegal Studies</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Rationale:	The changing climate of the legal field has dictated new and revised courses to align with industry needs. The program and courses are geared for students to connect with industry earlier on in the program. This includes, but is not limited to employment, apprenticeship, internships and to position themselves for summer legal institutes. There are also technological changes occurring in the profession. Additionally, students have been placed in internships and employment in many of these areas. Preparing them with the courses can foster a better position for their success within the industry areas. Additionally, the program exceeds the standards of the California Business & Professions Code and the American Bar Association. The Paralegal Program in the future will seek official American Bar Association Approval of Paralegal Programs and thus positions itself for that process.			

### Degree & Certificate

<b>ADJ</b>	<b>Administration of Justice/Law Enforcement Basic Peace Officer Modular Academy</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rationale:	California P.O.S.T. (Peace Officer Standards and Training) updated their requirements for the Basic and Modular Academies. The impact to the certificate and AS degree is in the number of Units, Lecture hours and lab hours.			

<b>H</b>	<b>BUS</b>	<b>Business Administration: Marketing Concentration</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Minutes attached indicate that approval was tabled. Holding for updated minutes.
Rationale:	The modified list of marketing concentration reflects the today's industry trend and employments in the marketing profession. This proposed modification list of marketing courses also coincides with the list of courses required for the 15-unit State-Approved Industry Marketing Certificate, to encourage students who start with the 15-unit program to continue with the degree program.					

**Program Outline**

**Title: IT Project Management**

**Moreno Valley College**                       **Norco College**                       **Riverside City College**  
*(Please note: All degrees and certificates are college specific. If multiple colleges wish to adopt this degree or certificate, a separate proposal and college specific supporting documents are required.)*

**TOPs Code: 070800**

**CIP Code: 11.1099**

**Type of Program:**

Certificate of Achievement only                       Associate’s Degree only                       Certificate and Degree

**Type of Associate Degree:**

Associate of Arts                       Associate of Science

**This is a:**

New certificate/degree                       Modification to an existing certificate/degree  
 New Local certificate                       Modification to an existing local certificate

**If this is a modification to an existing certificate/degree, please specify the changes being made:**  
*(Please be specific! Indicate any changes to title, description, learning outcomes, courses, unit values, etc.)*

**Rationale:**

The Project Management Institute (PMI) reports an "extraordinarily positive jobs outlook for skilled project professionals." Pointing to a rising need for technical project management professionals globally as well as a larger portion of the existing professional talent pool reaching retirement age, they estimate that employers will need 87.7 million individuals working in project management-oriented roles by 2027. The PMI also points out that a number of industries are seeing an increased demand for project management positions as these fields change, particularly those with rapidly changing technology needs. US Bureau of Labor Statistics reports a faster than average growth for several related positions in technical project management. Employment of computer and information systems managers is projected to grow 12% from 2016 through 2026. IT Project Management program is aimed to expand local and regional workforce while provide opportunities for students to establish careers or transition to a higher-level roles in organizations.

**Required Documentation**

Please submit this form and the documents outlined below to your college coordinator and the District Technical Review committee via [TechReview@rccd.edu](mailto:TechReview@rccd.edu). Please do not submit your proposal until all of the documentation below is complete.

**All Degrees and Certificates**

- Discipline
- Department minutes showing approval
- Narrative *(see following page)*
- Transfer preparation documentation *(only if applicable)*

**Degrees and Certificates of 8 Units or More with Vocational TOPs Codes**

**In addition to the above, all degrees and certificates of 8 units or more with a vocational TOPs code must include the following to be submitted to the State Chancellor’s Office for approval.\***

- Labor Market Information and Analysis *(required for new programs and modifications; also be recent within 2 years).*-
- Advisory Committee Recommendation *(Required for new programs and may be required for modifications. Check with the curriculum coordinator at your college to determine if a new recommendation is necessary.)*
- Regional Consortium Recommendation *(required for new programs only)*

*\*While certificates between 8 and less than 16 units can be approved locally and are not required to be submitted to the State Chancellor's Office for approval, certificates that have not been approved by the State Chancellor's Office cannot appear on student transcripts and the college cannot receive apportionment for program completions. Additionally, any certificate of less than 8 units can only be approved locally. These certificates also cannot appear on student transcripts and colleges cannot receive apportionment for completion.*

**Program Narrative**

**Item 1. Program Goals and Objectives**

This certificate is designed to introduce skills required to manage technical project life cycle while ensuring appropriate communication in teams and organization, managing resources and stakeholders, and maintaining project documentation. It provides foundational knowledge in IT project management frameworks that are useful to plan, design, and coordinate activities for IT projects. Students can pursue Project Management industry certifications, such as CompTIA Project+, Cloud+, PMI Certified Associate in Project Management (CAPM), Certified Scrum Master, Certified Agile Leadership. Students can seek entry-level employment as a Junior Project Manager, Project Coordinator, Technical Project Coordinator, Assistant Project Manager, Project Engineer and Project Analyst.

**PROGRAM LEARNING OUTCOMES:**

Upon successful completion of this program, students should be able to:

1. Describe and distinguish among the major project management methodologies and project lifecycles as applied to IT environment.
2. Select and apply appropriate IT project management framework to meet deliverables and stakeholder requirements.
3. Utilize tools and templates to manage tasks and resources in an IT project.

**Item 2. Catalog Description**

This certificate is designed to introduce skills required to manage technical project life cycle while ensuring appropriate communication in teams and organization, managing resources and stakeholders, and maintaining project documentation. It provides foundational knowledge in IT project management frameworks that are useful to plan, design, and coordinate activities for IT projects. Students can pursue Project Management industry certifications, such as CompTIA Project+, Cloud+, PMI Certified Associate in Project Management (CAPM), Certified Scrum Master, Certified Agile Leadership. Students can seek entry-level employment as a Junior Project Manager, Project Coordinator, Technical Project Coordinator, Assistant Project Manager, Project Engineer and Project Analyst.

**PROGRAM LEARNING OUTCOMES:**

Upon successful completion of this program, students should be able to:

4. Describe and distinguish among the major project management methodologies and project lifecycles as applied to IT environment.
5. Select and apply appropriate IT project management framework to meet deliverables and stakeholder requirements.
6. Utilize tools and templates to manage tasks and resources in an IT project.

Program requirements:

Required Courses: 22 units

Course	Title	Units	Sequencing
BUS-77A	Introduction to Project Management	4	Semester 1, Fall
CIS-1A	Introduction to Computer Information Systems	3	Semester 1, Fall
CIS-48A	Introduction to Cloud Computing	3	Semester 2, Spring
CIS-87A	Introduction IT Project Management	3	Semester 2, Spring
CIS-27	Information and Network Security	3	Semester 2, Spring
CIS-87B	IT Project Management Framework	3	Semester 3, Fall

BUS-77B	Project Management CAPM and PMP Exam Prep	3	Semester 3, Fall
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Total Program Units: 22 units

**Item 3. Program Requirements**

Includes course requirements and sequencing that reflect program goals. For degrees, the GE pattern and calculations used to reach the degree total must be shown following the program requirements table. Course titles and unit values must be exact.

Program requirements:

Required Courses: 22 units

Course	Title	Units	Sequencing
BUS-77A	Introduction to Project Management	4	Semester 1, Fall
CIS-1A	Introduction to Computer Information Systems	3	Semester 1, Fall
CIS-48A	Introduction to Cloud Computing	3	Semester 2, Spring
CIS-87A	Introduction IT Project Management	3	Semester 2, Spring
CIS-27	Information and Network Security	3	Semester 2, Spring
CIS-87B	IT Project Management Framework	3	Semester 3, Fall
BUS-77B	Project Management CAPM and PMP Exam Prep	3	Semester 3, Fall

Total Program Units: 22 units

**Item 4. Master Planning**

This inter-discipline certificate will increase the diversity in Inland Empire workforce by providing technical training emphasis in Career Technical Education. This program will increase the diversity of student population in Computer Information Systems and Business. The growth of the program will also address to need to improve special populations in CTE, such as potentially increasing the population of female students and professionals in the areas of STEM. The program is expected to have a steady growth after the initial year with program promotional outreach to local high schools and community centers.

**Item 5. Enrollment and Completer Projections**

Projection of number of students to earn certificate is 50 to 100 by Fall 2024.

Required courses:

- CIS-1A        49 students
- CIS-27        49 students
- CIS-48A      49 students
- CIS-87A      49 students
- CIS-87B      49 students
- BUS-77A      49 students
- BUS-77B      49 students

**Item 6. Place of Program in Curriculum/Similar Programs**



This certificate is an addition to Moreno Valley College existing certificate in Project Management. It contains technical emphasis and specialization career paths in IT.

**Item 7. Similar Programs at Other Colleges in Service Area**

No other colleges in the service area offer the program.

**Item 8. Transfer Preparation Information (if applicable)**

Potential transferrable articulation with UC extension.

### Program Outline

**Title:** Certificate in Cake Decorating

Moreno Valley College                       Norco College                       **Riverside City College**

*(Please note: All degrees and certificates are college specific. If multiple colleges wish to adopt this degree or certificate, a separate proposal and college specific supporting documents are required.)*

**TOPs Code:** 1306.30                      **CIP Code:** 120500

**Type of Program:**

Certificate of Achievement only                       **Locally approved certificate (8-units or less) only**  
 Associate Degree only                       Certificate of Achievement and Degree

**Type of Associate Degree:**

Associate of Arts                       Associate of Science

**This is a:**                       **New certificate/degree**                       Modification to an existing certificate/degree

**If this is a modification to an existing certificate/degree, please specify the changes being made:**  
*(Please be specific! Indicate any changes to title, description, learning outcomes, courses, unit values, etc.)*

**Rationale:**

*(Please note: This information will be presented to the Board of Trustees.)*

Students who complete both cake decorating classes, can use this certificate for potential employment opportunities, which may provide them a better opportunity for consideration.

### Required Documentation

Please submit this form and the documents outlined below to your college coordinator and the District Technical Review committee via [TechReview@rccd.edu](mailto:TechReview@rccd.edu). Please do not submit your proposal until all of the documentation below is complete.

**All Degrees and Certificates**

- Evidence of district-wide discipline communication
- Department minutes showing approval
- Narrative *(see following page)*
- Transfer preparation documentation *(only if applicable)*

**Degrees and Certificates of 8 Units or More with Vocational TOPs Codes**

**In addition to the above, all degrees and certificates of 8 units or more with a vocational TOPs code must include the following to be submitted to the State Chancellor's Office for approval.\***

- Labor Market Information and Analysis *(Required for new programs and modifications.)*
- Advisory Committee Recommendation *(Required for new programs and may be required for modifications. Check with the curriculum coordinator at your college to determine if a new recommendation is necessary.)*
- Regional Consortium Recommendation *(Required for new programs only.)*

*\*Certificates between 8 and less than 16 units can be approved locally or can be submitted to the State Chancellor's Office for approval. Certificates of less than 8 units can only be approved locally. However, locally approved certificates will not appear on student transcripts.*

**Program Narrative**

**Item 1. Program Goals and Objectives**

*For programs with a vocational TOPs code, must address a valid workforce preparation purpose. For programs with a non-vocational TOPs code, must address a valid workforce preparation, basic skills, civic education, or local purpose. May address transfer preparation if applicable.*

*The Cake Decorating courses offered at Riverside City College focus on professional learning objectives through our Career & Technical Education division. As the students begin with Cake Decorating I, students are learning the fundamentals of cake decorating, including how to prepare the cake, applying a filling, as well as learning how to apply icing, and creating a smooth look. Additional skills of piping, coloring techniques, and pressure points are also discussed and reviewed.*

*As students progress into the Advanced Cake Decorating, students will work with additional molding mediums including rolled fondant, marzipan, rolled buttercream, and gum paste. Making flowers with gum paste, and turning them into a bouquet or corsage will also be covered. Additionally, other advanced skills include using royal icing, building a wedding cake, learning how charge for cakes, understanding how to cut the cake, and preparing a cake for delivery.*

**Item 2. Catalog Description**

*Includes program requirements, prerequisite skills or enrollment limitations, program learning outcomes, and information relevant to program goal.*

*The Certificate in Cake Decorating introduces students to principles and techniques in all aspects of cake decorating, from learning how to cut and prepare a cake for decorating, to understanding how to create, assemble and decorate beautiful wedding cakes covered in rolled fondant and gum paste flowers. Students will gain additional knowledge on piping various borders and decorations using buttercream, and also using other mediums such as marzipan and rolled buttercream. Understanding various colorants and pressure points will also assist students in successful cake assembly and presentation. Previous baking or cake decorating experience is not a requirement, although it may help with preparing for some of the assignments.*

**Item 3. Program Requirements**

*Includes course requirements and sequencing that reflect program goals. For degrees, the GE pattern and calculations used to reach the degree total must be shown following the program requirements table. Course titles and unit values must be exact.*

Required Courses: **4**.units

Course	Title	Units	Sequencing
CUL-22	Cake Decorating I	2	Semester 1, Spring
CUL-23	Advanced Cake Decorating	2	Semester 2, Fall

Elective Courses:      units

Course	Title	Units	Sequencing

Total Program Units: 4.units

**Item 4. Master Planning**

*Must address how the certificate/degree fits in the mission, curriculum, and master planning of the college and higher education in California.*

*The college has the facilities and resources to maintain the courses at the level of quality described in this proposal. All courses are already active and offered on a regular basis at Riverside City College.*

**Item 5. Enrollment and Completer Projections**

*Projection of number of students to earn certificate/degree annually.*

*20-25 students to begin, and with additional offerings, upwards to 40-50 certificates annually*

**Item 6. Place of Program in Curriculum/Similar Programs**

*Must address how the certificate/degree fits in college's existing inventory.*

*Riverside City College currently offers a Culinary Program and a Baking & Pastry Arts Program. The Certificate in Cake Decorating will add another layer, and additional learning components for the students to choose from.*

**Item 7. Similar Programs at Other Colleges in Service Area**

*Justification of need for certificate/degree in the region.*

*Currently, courses like this are mostly offered as hobbyist courses, and not at a higher level of professionalism. Long Beach City College is the only college in the local area to offer such certificates.*

**Item 8. Transfer Preparation Information (if applicable)**

*If transfer preparation is a component of the certificate/degree, please provide transfer preparation information.*

*N/A*

**Program Outline**

**Title:**

**College:**  Moreno Valley College     Norco College     Riverside City College

*(Please note: ADTs are college specific. If multiple colleges wish to adopt this program, a separate proposal and college specific supporting documents are required.)*

**TOPs Code:**

**CIP Code:**

**Type of ADT:**             Associate in Arts for Transfer             Associate in Science for Transfer

**This is a:**                     New ADT                                     Modification to an existing ADT

**If this is a modification to an existing ADT, please specify the changes being made:**

*(Please be specific! Indicate any changes such as title, description, learning outcomes, courses, unit values, etc.)*

English wishes to add the following classes to List C of the ADT

- ENG 18 – Survey of Native American Literature
- ENG 24 – Survey of Asian American Literature
- ENG 25 – Latinx Literature of the United States

**Rationale:**

*(Please note: This information will be presented to the Board of Trustees.)*

The above courses significantly expand the diversity of options offered to English ADT students, particularly in terms of representation and diversity. At present, Norco offers only one course focused on the literature of a historically minoritized community (ENG 20 – Survey of African American Literature). The revised ADT will allow the discipline to provide students with access and expose to literature from a wider range of communities.

Additionally, the above courses will, after further revision, qualify for the Ethnic Studies requirement for transfer to CSUs.

**Required Documentation:**

Please submit this form and the documents outlined below to your college coordinator and the District Technical Review committee via [TechReview@rccd.edu](mailto:TechReview@rccd.edu). Please do not submit your proposal until all of the documentation below is complete.

**All new and modified ADTs must include the following:**

- Evidence of district-wide discipline communication
- Department minutes showing approval
- Narrative *(See next page)*
- Completed Chancellor’s Office Template (TMC) *(Must be most current version available)*
- C-ID or ASSIST Articulation Information, as required by the TMC *(Work with your Articulation Officer to obtain this documentation)*

**Program Narrative**

**Item 1. Program Goals and Objectives**

*Must address a valid transfer preparation purpose.*

The Associate in Arts in English for Transfer degree is a curricular pattern designed specifically to transfer students as English majors with junior status to the CSU system. Though the Associate in Arts in English for Transfer also provides broad general preparation for English majors entering any four-year university, students must consult the specific requirements of any non-CSU campus to which they are applying. Students earning the Associate in Arts in English for Transfer will analyze, interpret, and synthesize diverse texts in order to construct well-supported academic arguments and literary analyses, and they will encounter interpretive questions to which there are multiple plausible answers. Students earning this degree will also have exposure to a variety of literary genres and periods and will be able to illustrate a basic understanding of the ways that literature can embody cultural, intellectual, and artistic trends.

**Item 2. Catalog Description**

*Includes program requirements, prerequisite skills or enrollment limitations, program learning outcomes, and information relevant to program goal. The language list below is required at the end of the catalog description. Please replace the highlighted text with the language appropriate for this specific ADT. Course titles and unit values must be exact.*

Required Courses: 19 units

Course	Title	Units
ENG-1B/1BH	Critical Thinking and Writing/Honors	4
LIST A	Choose from the list below	6
LIST B	Choose from the list below	6
LIST C	Choose from the list below	3

List A: Choose two courses from the following (6 units)

Course	Title	Units
ENG-6	British Literature I: Anglo-Saxon through Eighteenth Century	3
ENG-7	British Literature II: Romanticism through Modernism/Post-Modernism	3
ENG-14	American Literature I: Pre-Contact through Civil War	3
ENG-15	American Literature II: 1860 to Present	3
ENG-40	World Literature I: From Ancient Literatures to the Seventeenth Century	3
ENG-41	World Literature II: Seventeenth Century Through the Present	3

List B: Choose two courses from the following (6 units)

Any course from List A not already used

Course	Title	Units
ENG/HUM-8	Introduction to Mythology	3
ENG-11	Creative Writing	3

ENG-44	Poetry from the Twentieth Century to the Present	3
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List C: Choose two courses from the following (3 units)

Any course from List A or List B not already used

Course	Title	Units
ENG-9	Introduction to Shakespeare	3
ENG-10	Special Studies in Literature	3
ENG-18	Survey of Native American Literature	3
ENG-20	Survey of African American Literature	3
ENG/HUM-23	The Bible as Literature	3
ENG-24	Survey of Asian American Literature	3
ENG-25	Latinx Literature of the United States	3
ENG-30	Children’s Literature	3
ENG-35	Women in Literature	3
ENG-45	Modern Drama	3
ENG-48	Short Story and Novel from the Twentieth Century to the Present	3
COM-7	Oral Interpretation of Literature	3
THE-3	Introduction to Theater	3

**ASSOCIATE IN ARTS FOR TRANSFER DEGREE**

The Associate in **Arts** in **English** for Transfer degree will be awarded upon completion of 60 California State University (CSU) transferable units including the above major requirements and the Intersegmental General Education Transfer Curriculum (IGETC) or California State University General Education (CSUGE) requirements and with a minimum grade point average of 2.0. All courses in the major must be completed with a grade of “C” or better (or a “P” if taken as Pass/No Pass).

**Program Outline**

**Title: Fitness Professionals Certificate**

**Moreno Valley College**                       **Norco College**                       **Riverside City College**  
*(Please note: All degrees and certificates are college specific. If multiple colleges wish to adopt this degree or certificate, a separate proposal and college specific supporting documents are required.)*

**TOPs Code:** Fitness Trainer (083520)      **CIP Code: 31.0507**

**Type of Program:**

Certificate of Achievement only       Associate’s Degree only       Certificate and Degree

**Type of Associate Degree:**

Associate of Arts                       Associate of Science

**This is a:**

New certificate/degree                       Modification to an existing certificate/degree  
 Modification to an existing local certificate

**If this is a modification to an existing certificate/degree, please specify the changes being made:**  
*(Please be specific! Indicate any changes to title, description, learning outcomes, courses, unit values, etc.)*

This is a minor modification to the wording, minor correction to the catalog description paragraph only, and no change to the program. Program was approved November 2020 by Board and on 21-22 Catalog. Would like to make correction for 21-22 Addendum to Catalog. Additionally, there is a slight correction to include the correct title for KIN 43 Introduction to Personal Training, on the Narrative only. (Attach original Narrative to view correction).

**Rationale:**

*(Please note: This information will be presented to the Board of Trustees.)*

This is a minor modification to the wording, minor correction to the catalog description paragraph only, and no change to the program. Program was approved November 2020 by Board and on 21-22 Catalog. Would like to make correction for 21-22 Addendum to Catalog. Additionally, there is a slight correction to include the correct title for KIN 43 Introduction to Personal Training, on the Narrative only.

**Required Documentation**

Please submit this form and the documents outlined below to your college coordinator and the District Technical Review committee via [TechReview@rccd.edu](mailto:TechReview@rccd.edu). Please do not submit your proposal until all of the documentation below is complete.

**All Degrees and Certificates**

- Discipline
- Department minutes showing approval
- Narrative *(see following page)*
- Transfer preparation documentation *(only if applicable) N/A*

**Degrees and Certificates of 8 Units or More with Vocational TOPs Codes**



**In addition to the above, all degrees and certificates of 8 units or more with a vocational TOPs code must include the following to be submitted to the State Chancellor’s Office for approval.\***

- Labor Market Information and Analysis *(required for new programs and modifications; also be recent, within 2 years).*-
- Advisory Committee Recommendation *(Required for new programs and may be required for modifications. Check with the curriculum coordinator at your college to determine if a new recommendation is necessary.)*
- Regional Consortium Recommendation *(required for new programs only)*

*\*While certificates between 8 and less than 16 units can be approved locally and are not required to be submitted to the State Chancellor’s Office for approval, certificates that have not been approved by the State Chancellor’s Office cannot appear on student transcripts and the college cannot receive apportionment for program completions. Additionally, any certificate of less than 8 units can only be approved locally. These certificates also cannot appear on student transcripts and colleges cannot receive apportionment for completion.*

**Program Narrative**

**Item 1. Program Goals and Objectives**

The goals and objectives of the program are to prepare students to enter the workforce as qualified worker in the fitness industry. Completing the certificate will give the student an opportunity to reach the following outcomes:

- Design fitness programs for a diverse population.
- Demonstrate knowledge and skills necessary to pass national certification exams in personal training and/or group fitness instructor.
- Demonstrate the necessary skills for being successful within the fitness industry.
- Demonstrate an understanding of nutrition, fitness, and strength training.

Students earning this certificate will be eligible for positions in private and public programs including fitness centers, resorts, country clubs, recreation districts, and wellness centers.

**Item 2. Catalog Description**

The Fitness Professionals Certificate program will give hands on training and experience to students in preparation for a career in the growing field of fitness at entry-level positions or possibly higher. The curriculum has been designed to equip the student with the knowledge and hands on experience to evaluate the physiological and psychological effects of physical activities and to design personalized exercise prescriptions. Students will be taught scientific principles of exercise and physical conditioning, techniques of strength training, nutrition, and methods appropriate to establishing healthy behavior. This program prepares candidates for the National Academy of Sports Medicine (NASM), American Council on Exercise (ACE), and the National Strength & Conditioning Association Certified Personal Trainer (NSCA-CPT) certification exams. After completing these certification exams, the students will be qualified to be a strength and conditioning coach, personal fitness trainer, and/or group exercise instructor.

**Item 3. Program Requirements**

*Includes course requirements and sequencing that reflect program goals. For degrees, the GE pattern and calculations used to reach the degree total must be shown following the program requirements table. Course titles and unit values must be exact.*

Required Courses: 13 units

Course	Title	Units	Sequencing
KIN 4	Nutrition	3	Fall, Winter, Spring, Summer
KIN 30	First Aid and CPR	3	Fall, Winter, Spring, Summer
KIN 35	Foundations for Fitness and Wellness	3	Fall
KIN 43	<b>Introduction to Personal Training</b>	3	Spring

KIN A81 A/B/or C	Cardio and Strength Training	1	Fall, Winter, Spring, Summer
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Elective Courses: 1-4 units

Course	Title	Units	Sequencing
KIN 44	Yoga Instructor Training	3	Fall
KIN 45	Group Fitness Instructor	3	Spring
KIN 12	Sport Psychology	3	Fall. Spring
KIN 200	Kinesiology Work Experience	1-4	

Total Program Units: 14-17 units

**Item 4. Master Planning**

Moreno Valley College is dedicated to transforming and enriching our students' lives through timely completion, transfer, and workforce development. The goals and objectives of the program are to prepare students to enter the workforce as qualified worker in the fitness industry. The Fitness Professionals Certificate prepares students for careers in fitness and health. Students completing this program will be prepared for employment in the fitness trainers and aerobics instructors' occupation. This occupation is expected to have 695 annual job openings over the next five years in the Inland Empire/Desert Region. The certificate program will expand existing fitness trainer programs to meet the regional need for more workers in this field.

**Item 5. Enrollment and Completer Projections**

Approximately 10-20 students annually. We anticipate that the addition of this certificate will increase both the total number of students pursuing an associate degree in Kinesiology. The projection is that enrollments in Kinesiology specific classes will continue to grow incrementally as students discover the value of this certificate to employers who are experiencing an increased demand in the fitness industry

**Item 6. Place of Program in Curriculum/Similar Programs**

The Fitness Professionals Certificate is the first certificate program within the Kinesiology discipline for Moreno Valley College.

**Item 7. Similar Programs at Other Colleges in Service Area**

Within the Inland Empire Desert Region (Riverside and San Bernardino) there are only two other 6-18 unit certificate programs specifically related to fitness. There was an average of 11 credentials issued annually from regional community college training programs over the last three academic years. This means that combined, there is a potential supply of 16 qualified fitness trainers and aerobics instructors in the region. Employment for fitness professionals is expected to increase by 13% between 2019 and 2024 in the Inland Empire/Desert Region. A total of 695 annual job openings will be available each year over the five-year timeframe. It is for this reason that the COE recommends creating new or expanding existing fitness trainer programs.

**Item 8. Transfer Preparation Information (if applicable)**

**Program Outline**

**Title: Industry Marketing Certificate (CE879)**

**Moreno Valley College**                       **Norco College**                       **Riverside City College**  
*(Please note: All degrees and certificates are college specific. If multiple colleges wish to adopt this degree or certificate, a separate proposal and college specific supporting documents are required.)*

**TOPs Code:** 0509.00                      **CIP Code:** 52.1101

**Type of Program:**

Certificate of Achievement only                       Associate’s Degree only                       Certificate and Degree

**Type of Associate Degree:**

Associate of Arts                       Associate of Science

**This is a:**                       New certificate/degree                       Modification to an existing certificate/degree

**If this is a modification to an existing certificate/degree, please specify the changes being made:**

Modification of currently existing 15-unit Locally-Approved marketing certificate into a 15-unit State-Approved marketing certificate.

The name of this new State-Approved certificate is Industry Marketing Certificate. This naming will clearly differentiate this 15-unit program from existing Associates of Science Business Administration Marketing Concentration.

Rationale for this State-Approved Industry Marketing Certificate is for RCC to offer students a shorter than concentration program that they can utilize for employment. This 15-unit Industry Marketing Certificate program prepares students for marketing industry certification offered from The American Marketing Association as well as digital marketing certification. Along with these industry certifications, the academic Industry Marketing Certificate from RCC with proof on college transcript will increase the employability of students.

**Required Documentation**

Please submit this form and the documents outlined below to your college coordinator and the District Technical Review committee via [TechReview@rccd.edu](mailto:TechReview@rccd.edu). Please do not submit your proposal until all of the documentation below is complete.

**All Degrees and Certificates**

- Discipline and Department minutes showing approval
- Narrative *(see following page)*
- Transfer preparation documentation *(only if applicable)*

**Degrees and Certificates of 8 Units or More with Vocational TOPs Codes**

**In addition to the above, all degrees and certificates of 8 units or more with a vocational TOPs code must include the following to be submitted to the State Chancellor’s Office for approval.\***

- Labor Market Information and Analysis *(required for new programs and modifications)*

- Advisory Committee Recommendation *(required for new programs and modifications)*
- Regional Consortium Recommendation *(required for new programs only)*

*\*While certificates between 8 and less than 16 units can be approved locally and are not required to be submitted to the State Chancellor's Office for approval, certificates that have not been approved by the State Chancellor's Office cannot appear on student transcripts and the college cannot receive apportionment for program completions. Additionally, any certificate of less than 8 units can only be approved locally. These certificates also cannot appear on student transcripts and colleges cannot receive apportionment for completion.*

**Program Narrative**

**Item 1. Program Goals and Objectives**

**Program Learning Outcomes**

Upon successful completion of this program, students should be able to:

- Apply knowledge in the main areas of marketing fields, including marketing management, digital marketing, advertising, retail management, and sales
- Demonstrate the importance, responsibility, and legal and ethical practice of marketing.
- Apply knowledge to prepare for industry certifications in Professional Certified Marketer as well as in Digital Marketing.

**Item 2. Catalog Description**

Prepares individuals in the main areas of marketing: marketing management, digital marketing, advertising, retail management and sales. Fulfills all marketing courses required in Associates of Science Business Administration Marketing Concentration.

**Program Learning Outcomes**

- Apply knowledge in the main areas of marketing fields, including marketing management, digital marketing, advertising, retail management, sales, and business.
- Demonstrate the importance, responsibility, and legal and ethical practice of marketing.
- Apply knowledge to prepare for industry certifications in Professional Certified Marketer as well as in Digital Marketing.

**Item 3. Program Requirements**

*Includes course requirements and sequencing that reflect program goals. For degrees, the GE pattern and calculations used to reach the degree total must be shown following the program requirements table. Course titles and unit values must be exact.*

Required Courses:   15   units

Course	Title	Units	Sequencing
BUS-10	Introduction to Business	3	Term 1
MKT-20	Principle of Marketing	3	Term 1
MKT-40	Advertising	3	Term 2
MKT-41 or MKT-42	Techniques of Selling  Retail Management	3	Term 2
MKT-43	Digital Marketing	3	Term 2

Elective Courses:   0   units

Course	Title	Units	Sequencing

Total Program Units:   15   units

**Item 4. Master Planning**

As Riverside City College values providing students skills for employability, this program prepares students towards industry certifications in marketing field.

**Item 5. Enrollment and Completer Projections**

40 students every year as a cohort who take the program, some continue to Business Administration Marketing Concentration.

**Item 6. Place of Program in Curriculum/Similar Programs**

This certificate leads to Business Administration Marketing Concentration.

**Item 7. Similar Programs at Other Colleges in Service Area**

None

**Item 8. Transfer Preparation Information (if applicable)**

*If transfer preparation is a component of the certificate/degree, please provide transfer preparation information.*

## Program Outline

**Title: ASSOCIATE IN SCIENCE DEGREE IN PARALEGAL STUDIES**

Moreno Valley College                       Norco College                       Riverside City College  
*(Please note: All degrees and certificates are college specific. If multiple colleges wish to adopt this degree or certificate, a separate proposal and college specific supporting documents are required.)*

**TOPs Code:** 140200/1402.00                      **CIP Code:**220302/22.302

**Type of Program:**

Certificate of Achievement only                       Locally approved certificate (8-units or less) only  
 Associate Degree only                       Certificate of Achievement and Degree

**Type of Associate Degree:**

Associate of Arts                       Associate of Science

**This is a:**                       New certificate/degree                       Modification to an existing certificate/degree

**If this is a modification to an existing certificate/degree, please specify the changes being made:**  
*(Please be specific! Indicate any changes to title, description, learning outcomes, courses, unit values, etc.)*

Degree is being modified to include the following Required Level I Course  
PAL 65, Law Office Technology

Degree is being modified to remove/delete the following Level I Courses:  
CAT/CIS 80-Word Processing: Microsoft Word for Windows  
CAT/CIS 84-Word Processing: WordPerfect for Windows

These course options are being replaced with the PAL-65, Law Office Technology

Degree is being modified to remove the following Specialty course:  
ACC 1A-Principles of Accounting

Degree is being modified to include the following **NEW** Specialty/Elective Course options:

PAL 82, Immigration Law Practice, Practice and Procedures (new course)  
PAL 84, Criminal Law and Procedure (new course)  
PAL 89, Sports Management and Entertainment Law (new course)  
PAL 86, Tort Law and Alternative Dispute Resolution (new course)  
PAL 90, E-Discovery and Litigation Support (new course)  
BUS 15, Street Law (existing course) in business department

Course will continue to include the already EXISTENT Specialty/Elective Course Options:

PAL 80, Internship Project  
PAL 81, Bankruptcy Law and Procedures



PAL 83, Estate Planning and Probate Procedures  
PAL 85, Family Law and Procedures  
PAL 87, Trial Practice Preparation and Procedures  
PAL 82, Legal Aspects of Real Estate

**Rationale:** The changing climate of the legal field has dictated new and revised courses to align with industry needs. The program and courses are geared for students to connect with industry earlier on in the program. This includes, but is not limited to employment, apprenticeship, internships and to position themselves for summer legal institutes. There are also technological changes occurring in the profession. Additionally, students have been placed in internships and employment in many of these areas. Preparing them with the courses can foster a better position for their success within the industry areas. Additionally, the program exceeds the standards of the California Business & Professions Code and the American Bar Association. The Paralegal Program in the future will seek official American Bar Association Approval of Paralegal Programs and thus positions itself for that process.

*(Please note: This information will be presented to the Board of Trustees.)*

### **Required Documentation**

Please submit this form and the documents outlined below to your college coordinator and the District Technical Review committee via [TechReview@rccd.edu](mailto:TechReview@rccd.edu). Please do not submit your proposal until all of the documentation below is complete.

#### **All Degrees and Certificates**

- Evidence of district-wide discipline communication
- Department minutes showing approval
- Narrative *(see following page)*
- Transfer preparation documentation *(only if applicable)*

#### **Degrees and Certificates of 8 Units or More with Vocational TOPs Codes**

**In addition to the above, all degrees and certificates of 8 units or more with a vocational TOPs code must include the following to be submitted to the State Chancellor's Office for approval.\***

- Labor Market Information and Analysis *(Required for new programs and modifications.)*
- Advisory Committee Recommendation *(Required for new programs and may be required for modifications. Check with the curriculum coordinator at your college to determine if a new recommendation is necessary.)*
- Regional Consortium Recommendation *(Required for new programs only.)*

*\*Certificates between 8 and less than 16 units can be approved locally or can be submitted to the State Chancellor's Office for approval. Certificates of less than 8 units can only be approved locally. However, locally approved certificates will not appear on student transcripts.*

## Program Narrative

### **Item 1. Program Goals and Objectives**

*For programs with a vocational TOPs code, must address a valid workforce preparation purpose. For programs with a non-vocational TOPs code, must address a valid workforce preparation, basic skills, civic education, or local purpose. May address transfer preparation if applicable.*

As part of a valid workforce preparation purpose, a key trait of a successful paralegal is understanding how the law and the legal system functions. As such, the paralegal program prepares students to understand the process. The program further provides students to work in an entry-level position, and helps students understand the skills they will need to develop as they move into more advanced areas of their career. As part of the program, students take introductory and specialty industry courses. The diversity of courses offered provide students working knowledge for a variety of legal environments upon obtaining their degree.

Further, the program affords students a diverse range of legal tasks professionally and effectively, which in turn prepares students to work in a diverse, fast-paced legal environments by completing a variety of legal tasks. Level I and II courses, as well as Specialty courses in the program provide students opportunities to hone in on clear written and communication skills, while paying attention to detail. Additional skills gained include, but are not limited to organizing general and specialty files, preparing legal documents, research, client interviewing, drafting case arguments, communicating with legal professionals, and taking detailed notes for case facts and analysis. Graduates of the program further develop the analytical skills needed to think critically about legal cases and support for case development.

Students completing the program are prepared to work with lawyers, other legal professionals, courts and legal process, and clients.

### **Item 2. Catalog Description**

*Includes program requirements, prerequisite skills or enrollment limitations, program learning outcomes, and information relevant to program goal.*

This program prepares individuals to perform research, drafting, investigatory activities, record-keeping and related Paralegal administrative functions under the supervision of an attorney in a law firm, public or private entity, and/or within a courtroom setting. This includes instruction in legal research, drafting legal documents, appraising, pleading, courthouse procedures, and legal specializations.

**Program Learning Outcomes Upon successful completion of this program, students should be able to:**

- Produce written legal documents involved in litigation. Utilize electronic resources to research law and apply it to a given set of facts.
- Utilize appropriate judicial council pleading forms to produce documents required for pursuing and defending a lawsuit.
- Demonstrate a working knowledge of discovery tools and their functions as they relate to trial.
- Demonstrate ethical behavior of paralegals relevant to the attorney/ client relationship.

**Item 3. Program Requirements**

*Includes course requirements and sequencing that reflect program goals. For degrees, the GE pattern and calculations used to reach the degree total must be shown following the program requirements table. Course titles and unit values must be exact.*

Required Courses: 28.5 units

**Level I Courses**

Course	Title	Units	Sequencing
BUS-18A	Business Law I	3	Semester 1, Fall
PAL-10	Introduction to Paralegal Studies	3	Semester 1, Fall
PAL-64	Legal Research and Computer Applications	3	Semester 1, Fall
PAL-65	Law Office Technology	3	Semester 1, Fall
PAL-68	Civil Litigation and Procedures I	3	Semester 1, Fall

**Level II Courses**

Course	Title	Units	Sequencing
BUS-18B	Business Law II	3	Semester 2, Spring
PAL-14	Legal Ethics	3	Semester 2, Spring
PAL-70	Law Office Policies and Procedures	1.5	Semester 2, Spring
PAL-72	Legal Analysis and Writing	3	Semester 2, Spring
PAL-78	Civil Litigation and Procedures II	3	Semester 2, Spring

Elective Courses: 9 units (Specialty Courses, Select 9 Units from the following)

Course	Title	Units	Sequencing
BUS-15	Street Law	3	Semester 3, Fall
PAL-80	Internship Project	1.5	Semester 3, Fall
PAL-81	Bankruptcy Law and Procedures	3	Semester 3, Fall
PAL-82	Immigration Law, Practice and Procedures	3	Semester 3, Fall or Semester 4, Spring
PAL-83	Estate Planning and Probate Procedures	3	Semester 3, Fall or Semester 4, Spring
PAL-84	Criminal Law and Procedures	3	Semester 3, Fall or Semester 4, Spring
PA-85	Family Law and Procedures		Semester 3, Fall or Semester 4, Spring
PAL-86	Tort Law and Alternative Dispute Resolution	3	Semester 3, Fall or Semester 4, Spring
PAL-87	Trial Practice Preparation and Procedures	3	Semester 3, Fall or Semester 4, Spring
PAL-89	Sports Management and Entertainment Law	3	Semester 4, Spring
PAL-90	E-Discovery and Litigation Support	3	Semester 4, Spring

Associate of Science Degree. The Associate of Science Degree in Paralegal Studies will be awarded upon completion of the degree requirements, including general education and other graduation requirements as described in the college catalog.

**Total Program Units: 37.5 units**

Minimum Degree Units		Maximum Degree Units	
Minimum Required Units	28.5	Maximum Required Units	28.5
Minimum Elective Units	9	Maximum Elective Units	9
Local GE Required Units	27	CSUGE Required Units	39
Double Counted Units	0	Double Counted Units	0
Total Minimum Degree Units	64.5	Total Maximum Degree Units	76.5

**Item 4. Master Planning**

*Must address how the certificate/degree fits in the mission, curriculum, and master planning of the college and higher education in California.*

The Associate in Science in Paralegal Studies degree align with the College’s mission statement by offering career and technical courses that prepare students for the workforce.

**Item 5. Enrollment and Completer Projections**

*Projection of number of students to earn certificate/degree annually.*

Projections for \*2019/2020 (20), \*2020/2021 (25) 2021/2022 (30)

\*Data pending

**Item 6. Place of Program in Curriculum/Similar Programs**

*Must address how the certificate/degree fits in college’s existing inventory.*

The Paralegal Studies degree is a business discipline and is housed in the Business, Information Systems and Technology Department of Riverside City College. It is a Riverside City College only program.

**Item 7. Similar Programs at Other Colleges in Service Area**

*Justification of need for certificate/degree in the region.*

- Chaffey (Paralegal Studies)
- Mt. San Jacinto (Legal Studies)
- Victor Valley (Paralegal Studies)
- Chaffey College (Paralegal Studies)
- Santa Ana College (Paralegal Studies)

Labor Market Industry data indicates continual growth. Our program is housed within the city of the Superior Court of California, County of Riverside; downtown Riverside region.

In 2019, there were 3,787 combined paralegal and related jobs group in the Inland Empire/Desert Region. Employment in this group is expected to increase by 2% over the next five years. The paralegal and legal assistants occupations will increase new job employment by 9%, while legal secretaries and administrative Paralegal in the Inland Empire/Desert Region, March 2021 2 assistants (-6%) and title examiners, abstractors, and searchers (-4%) are expected to see employment decline.

**Item 8. Transfer Preparation Information (if applicable)**

*If transfer preparation is a component of the certificate/degree, please provide transfer preparation information.*

**Program Outline**

**Title:** Administration of Justice/Law Enforcement Basic Peace Officer Modular Academy

**Moreno Valley College**                       **Norco College**                       **Riverside City College**  
*(Please note: All degrees and certificates are college specific. If multiple colleges wish to adopt this degree or certificate, a separate proposal and college specific supporting documents are required.)*

**TOPs Code:** 2105.50                      **CIP Code:** 43.0107

**Type of Program:**

Certificate of Achievement only                       Locally approved certificate (8-units or less) only  
 Associate Degree only                       Certificate of Achievement and Degree

**Type of Associate Degree:**

Associate of Arts                       Associate of Science

**This is a:**                       New certificate/degree                       Modification to an existing certificate/degree

**If this is a modification to an existing certificate/degree, please specify the changes being made:**  
*(Please be specific! Indicate any changes to title, description, learning outcomes, courses, unit values, etc.)*

California Peace Officer Standards and Training (P.O.S.T.) updated the learning domains and which domains/portions of domains will be taught in each Module. All three courses that are a part of the certificate and AS degree changed in regard to the number of Lecture hours, lab hours and units.

**Rationale:**

*(Please note: This information will be presented to the Board of Trustees.)*

California P.O.S.T. (Peace Officer Standards and Training) updated their requirements for the Basic and Modular Academies. The impact to the certificate and AS degree is in the number of Units, Lecture hours and lab hours.

**Required Documentation**

Please submit this form and the documents outlined below to your college coordinator and the District Technical Review committee via TechReview@rccd.edu. Please do not submit your proposal until all of the documentation below is complete.

**All Degrees and Certificates**

- Evidence of district-wide discipline communication
- Department minutes showing approval
- Narrative *(see following page)*
- Transfer preparation documentation *(only if applicable)*

**Degrees and Certificates of 8 Units or More with Vocational TOPs Codes**

**In addition to the above, all degrees and certificates of 8 units or more with a vocational TOPs code must include the following to be submitted to the State Chancellor’s Office for approval.\***

- Labor Market Information and Analysis *(Required for new programs and modifications.)*

- Advisory Committee Recommendation *(Required for new programs and may be required for modifications. Check with the curriculum coordinator at your college to determine if a new recommendation is necessary.)*
- Regional Consortium Recommendation *(Required for new programs only.)*

*\*Certificates between 8 and less than 16 units can be approved locally or can be submitted to the State Chancellor's Office for approval. Certificates of less than 8 units can only be approved locally. However, locally approved certificates will not appear on student transcripts.*

**Program Narrative**

**Item 1. Program Goals and Objectives**

*For programs with a vocational TOPs code, must address a valid workforce preparation purpose. For programs with a non-vocational TOPs code, must address a valid workforce preparation, basic skills, civic education, or local purpose. May address transfer preparation if applicable.*

The Administration of Justice/Law Enforcement Basic Peace Officer Modular Academy Associates of Science Degree, like ADJ B1B Intensive Academy, is designed to provide students with the career education required by California Peace Officer Standards and Training, to function as law enforcement professionals in the state of California. The modular academy is intended to assist those students looking for a career change, but still need to work full time to support their families. The curriculum for the modular academy meets the standards set by California Peace Officer Standards and Training over an extended amount of time. The students in this program attend classes in the evenings and on weekends in 3 separate modules. The student can complete all three modules in 14-18 months. At the completion of all three modules the student is awarded the Basic Peace Officer Modular Academy Certificate of achievement and their POST Modular Academy completion certificate. The student is eligible to apply to law enforcement agencies as a “pre-service” applicant. After successful completion of the Basic Peace Officer Modular Academy Certificate of Achievement/POST Modular Academy Certificate employment possibilities include Deputy Sheriff positions with all counties in California, Police Officer positions with all Police Departments in California, State Parks law enforcement, College Police Departments, and some out-of-state law enforcement agencies. Law enforcement agencies in California require a High School diploma for entry level jobs, however there are degree requirements involved in promotional processes and some agencies are offering education incentives. It is then imperative that we provide our Modular Academy students with the opportunity to receive their Administration of Justice/Law Enforcement Basic Peace Officer Modular Academy Associates of Science Degree to further their educational goals, personal goals and professional development.

**Certificate Program**

**Program Learning Outcomes**

Upon successful completion of this program, students should be able to:

- Analyze the various aspects of police work
- Identify minimum competencies in police functions of most frequent occurrence.
- Compare and contrast the concepts of uniformity in police practices and procedures.
- Compare and contrast basic techniques for evaluating and analyzing occupationally hazardous situations and selection of the appropriate response or procedures.
- Apply laws of arrest, search and seizure, documentation of evidence and patrol procedures in a variety of scenarios and environments.



**Item 2. Catalog Description**

*Includes program requirements, prerequisite skills or enrollment limitations, program learning outcomes, and information relevant to program goal.*

**Administration of Justice/Law Enforcement Basic Peace Officer Modular Academy**

This program focuses on the criminal justice system, its organizational components and processes, as well as its legal and public policy contexts. This includes instruction in criminal law and policy, police and correction systems organization, the administration of justice and the judiciary, and public attitudes regarding criminal justice issues.

The Basic Peace Officer Modular Academy, like ADJ B1B Intensive Academy, prepares individuals to perform the duties of police and public security officers, including patrol and investigative activities, traffic control, crowd control and public relations, witness interviewing, evidence collection and management, basic crime prevention methods, weapon and equipment operation and maintenance, report preparation and other routine law enforcement responsibilities.

Certificate Program

Program Learning Outcomes

Upon successful completion of this program, students should be able to:

- Analyze the various aspects of police work
- Identify minimum competencies in police functions of most frequent occurrence.
- Compare and contrast the concepts of uniformity in police practices and procedures.
- Compare and contrast basic techniques for evaluating and analyzing occupationally hazardous situations and selection of the appropriate response or procedures.
- Apply laws of arrest, search and seizure, documentation of evidence and patrol procedures in a variety of scenarios and environments.

Required Courses:   35   units

Requirements	Department Course #	Course Name	Units	Sequence taken
Required core	ADJ R1A2	Level III Modular Academy Training	7.5	Year 1
Required core	ADJ R1B	Level II Modular Academy Training	10.5	Year 1

Required core	ADJ R1C	Regular Basic Course, Modular Format, Modular I Training	17	Year 1/2
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Required Core Total: 35 Units

The **Associate of Science Degree in Administration of Justice/Law Enforcement Basic Peace Officer Modular Academy** will be awarded upon completion of the degree requirements, including general education and other graduation requirements as described in the college catalog.

**Item 3. Program Requirements**

*Includes course requirements and sequencing that reflect program goals. For degrees, the GE pattern and calculations used to reach the degree total must be shown following the program requirements table. Course titles and unit values must be exact.*

Required Courses: 35 units

Requirements	Department Course #	Course Name	Units	Sequence taken
Required core	ADJ R1A2	Level III Modular Academy Training	7.5	Year 1
Required core	ADJ R1B	Level II Modular Academy Training	10.5	Year 1
Required core	ADJ R1C	Regular Basic Course, Modular Format, Modular I Training	17	Year 1/2

Required Core Total: 35 units

RCCD General Education and Elective Courses Totaling 25 units

TOTAL UNITS: 60 units

**Item 4. Master Planning**

*Must address how the certificate/degree fits in the mission, curriculum, and master planning of the college and higher education in California.*

The Administration of Justice/Law Basic Peace Officer Modular Academy Associates Degree aligns with the College’s Mission to inspire, challenge, and empower our diverse, multi-cultural community of student learners to realize their goals; promote citizenship, integrity, leadership, and global awareness; encourage academic excellence and professionalism.

**This certificate program is currently being offered at Moreno Valley College, and this documentation is a major modification of the current approved state certificate: MCE563.**

The major modification is an update of the curriculum offered in the academy to meet the state standards by the Commission on Peace Officer Standards and Training. The curriculum has been updated. This is to ensure that the certificates are now updated to align with the new curriculum.

Minimum Degree Units		Maximum Degree Units	
Minimum Required Units	35	Maximum Required Units	35
Minimum Elective Units	0	Maximum Elective Units	0
Local GE Required Units	27	CSUGE Required Units	39
Double Counted Units	0	Double Counted Units	0
<b>Total Minimum Degree Units</b>	<b>62</b>	<b>Total Maximum Degree Units</b>	<b>74</b>

**Item 5. Enrollment and Completer Projections**

*Projection of number of students to earn certificate/degree annually.*

All three modules, as discussed earlier have been running for several years. The average number of students are as follows:

Level III Modular Academy: 40 to 60 students per year.

Level II Modular Academy: 40 to 60 students per year.

Level I Modular Academy: 60 to 80 students per year.

The range of student completions is based on the fact that these programs are run year-round.

Our projections for the Administration of Justice/Law Basic Peace Officer Modular Academy Associates Degree would be 20-25 students a year.

**Item 6. Place of Program in Curriculum/Similar Programs**

*Must address how the certificate/degree fits in college's existing inventory.*

All courses are available in the Moreno Valley College Inventory.

This is a **major modification** to an existing state certified Associate's Degree:

The Administration of Justice/Law Enforcement Basic Peace Officer Modular Academy  
Associates of Science Degree.

**Item 7. Similar Programs at Other Colleges in Service Area**

*Justification of need for certificate/degree in the region.*

No other colleges in the service area are providing this certificate.

**Item 8. Transfer Preparation Information (if applicable) – N/A**

*If transfer preparation is a component of the certificate/degree, please provide transfer preparation information.*

**Program Outline**

**Title: Business Administration: Marketing Concentration**

AS525/AS525B AS525C/CE525

**Moreno Valley College**                       **Norco College**                       **Riverside City College**  
*(Please note: All degrees and certificates are college specific. If multiple colleges wish to adopt this degree or certificate, a separate proposal and college specific supporting documents are required.)*

**TOPs Code:** 0509.00                      **CIP Code:** 52.1101

**Type of Program:**

Certificate of Achievement only                       Associate’s Degree only                       Certificate and Degree

**Type of Associate Degree:**                       Associate of Arts                       Associate of Science

**This is a:**                       New certificate/degree                       Modification to an existing certificate/degree

**If this is a modification to an existing certificate/degree, please specify the changes being made:**

Modification for the list of marketing courses required for this Marketing Concentration.  
Modification to the PLO reflecting the revised course selection.

**Rationale:**

The modified list of marketing concentration reflects the today’s industry trend and employments in the marketing profession. This proposed modification list of marketing courses also coincides with the list of courses required for the 15-unit State-Approved Industry Marketing Certificate, to encourage students who start with the 15-unit program to continue with the degree program.

**Required Documentation**

Please submit this form and the documents outlined below to your college coordinator and the District Technical Review committee via [TechReview@rccd.edu](mailto:TechReview@rccd.edu). Please do not submit your proposal until all of the documentation below is complete.

**All Degrees and Certificates**

- Discipline and Department minutes showing approval
- Narrative *(see following page)*
- Transfer preparation documentation *(only if applicable)*

**Degrees and Certificates of 8 Units or More with Vocational TOPs Codes**

**In addition to the above, all degrees and certificates of 8 units or more with a vocational TOPs code must include the following to be submitted to the State Chancellor’s Office for approval.\***

- Labor Market Information and Analysis *(required for new programs and modifications)*
- Advisory Committee Recommendation *(required for new programs and modifications)*
- Regional Consortium Recommendation *(required for new programs only)*

*\*While certificates between 8 and less than 16 units can be approved locally and are not required to be submitted to the State Chancellor's Office for approval, certificates that have not been approved by the State Chancellor's Office cannot appear on student transcripts and the college cannot receive apportionment for program completions. Additionally, any certificate of less than 8 units can only be approved locally. These certificates also cannot appear on student transcripts and colleges cannot receive apportionment for completion.*

**Program Narrative**

**Item 1. Program Goals and Objectives**

**Program Learning Outcomes**

Upon successful completion of this program, students should be able to:

- Use technology to analyze business decisions and to enhance business communications.
- Apply basic business and accounting calculations and analyses. Have an understanding of legal practices relating to business.
- Apply sound management practices.

Need Marketing Specific PLOs REVISED

- Develop and implement marketing strategies incorporating knowledge of marketing management, promotion, digital marketing, retail management, and/sales.
- Develop marketing strategies reflecting business goals and the positioning of the business’ brand(s).
- Design marketing strategies utilizing research and analysis of consumer decision process and consumer behavior.

**Item 2. Catalog Description**

This program prepares individuals to strategize business goals into product offerings that consumer and business markets perceive as value. The program introduces the major areas of marketing including marketing management, strategy formulation, brand positioning, target market selection, consumer behavior, promotional mix, digital marketing, retail management, and sales.

**Program Learning Outcomes**

- Develop and implement marketing strategies incorporating knowledge of marketing management, promotion, digital marketing, retail management, and/sales.
- Develop marketing strategies reflecting business goals and the positioning of the business’ brand(s).
- Design marketing strategies utilizing research and analysis of consumer decision process and consumer behavior.

**Item 3. Program Requirements**

*Includes course requirements and sequencing that reflect program goals. For degrees, the GE pattern and calculations used to reach the degree total must be shown following the program requirements table. Course titles and unit values must be exact.*

Required Courses: 30 units

Course	Title	Units	Sequencing
ACC-1A	Principles of Accounting I	3	Term 2

BUS-10/10H	Introduction to Business	3	Term 1
BUS-18A	Business Law I	3	Term 3
BUS-20	Business Mathematics	3	Term 1
BUS-22 Or BUS-24	Management Communications Or Business Communications	3 3	Term 1
CIS-1A Or CIS/CAT-3	Introduction to Computer Information Systems Computer Applications for Business	3 3	Term 2
MKT-20	Principles of Marketing	3	Term 1
MKT-40	Advertising	3	Term 2 or 3
MKT-41 Or MKT-42	Techniques of Selling Retail Management	3	Term 2 or 3
MKT-43	Digital Marketing	3	Term 2 or 3

Elective Courses:  0  units

Course	Title	Units	Sequencing

Total Program Units:  30  units

The Associate of Science Degree in Business Administration Marketing Business Concentration will be awarded upon completion of the degree requirements, including general education and other graduation requirements as described in the college catalog.

Minimum Degree Units		Maximum Degree Units	
Minimum Required Units	30	Maximum Required Units	30
Minimum Elective Units	0	Maximum Elective Units	0
Local GE Required Units	27	CSUGE Required Units	39
Double Counted Units	3	Double Counted Units	0
Total Minimum Degree Units	60	Total Maximum Degree Units	69

**Item 4. Master Planning**

As Riverside City College values providing students skills for employability, this program is a response to a highly demanded employment field of marketing.

**Item 5. Enrollment and Completer Projections**

40 students every year as a cohort who take the program. Some will be completers of 15-Unit State Approved Industry Marketing Certificate continuing to Associates of Science degree.

**Item 6. Place of Program in Curriculum/Similar Programs**



This certificate/degree bridges the gap between the current marketing certificate and the Business Administration concentrations.

**Item 7. Similar Programs at Other Colleges in Service Area**

- Mt. San Antonio College
- Cal Poly Pomona
- Multiple other colleges

**Item 8. Transfer Preparation Information (if applicable)**

*If transfer preparation is a component of the certificate/degree, please provide transfer preparation information.*