

Proposal MINUTES
Wednesday, October 21, 2026 1:30 - 4:30pm
Building 500 Room 529

Zoom Information:
https://fullcoll-edu.zoom.us/j/86748058942?pwd=g2eVuwL4UbbnVnc1o8752QP9kSbque.1

Curriculum Summary

Category	Total
New Courses	0
Revised Courses	0
New Programs	0
Revised Programs	3

Revised Programs

Business Administration Associate in Arts Degree **TABLED**
Effective: **Fall 2027**

The Business Administration Associate in Arts Degree provides a strong foundation in core business principles, including marketing, finance, management, and communication. Designed for students seeking immediate entry into the workforce or career growth, this degree equips graduates with versatile skills applicable in nearly every industry. From managing operations to supporting customer engagement, the knowledge gained prepares students for administrative and entry-level management roles. Whether you're starting your career or looking to move up, this degree helps you stand out in a competitive job market. This degree requires the completion of 18 to 22 units, in addition to other graduation requirements.

Required Courses (3 units):		**Units**
BUS 101 F	Personal Financial Management	3
Restricted Electives (15-19 units)		
ACCT 100 F	Small Business Accounting	3
or		
ACCT 101AF	Financial Accounting	5
or		
ACCT 102HF	Honors Financial Accounting	5
BUS 100 F	Introduction to Business	3
BUS 131 F	Principles of International Business	3
BUS 180 F	Small Business Management	3
or		
BUS 181 F	The Entrepreneurial Mindset	3
BUS 211 F	Critical Reasoning and Writing for Business	3
or		
BUS 211HF	Honors Critical Reasoning and Writing for Business	3
BUS 240 F *	Legal Environment of Business	3
or		
BUS 240HF *	Honors Legal Environment of Business	3
or		
BUS 245 F *	Business Law I	3
BUS 246 F	Business Law II	3

BUS 255 F	Introduction to Business and Data Analytics	3
BUS 256 F	Artificial Intelligence and Prompt Engineering for Business	3
CIS 100 F	Introduction to Personal Computers	4
or		
CIS 100HF	Honors Introduction to Personal Computers	4
or		
CIS 111 F	Introduction to Information Systems	4
or		
CIS 111HF	Honors Introduction to Information Systems	4
or		
CIS 201 F	Introduction to Python Programming	3
BUS 162 F	Business Economics	3
or		
ECON C2001	Principles of Microeconomics	3
or		
ECON C2001H	Principles of Microeconomics - Honors	3
ECON C2002	Principles of Macroeconomics	3
or		
ECON C2002H	Principles of Macroeconomics - Honors	3
BUS 151 F	Business Mathematics	3
or		
MATH 130 F	Calculus for Business	4
or		
MATH C2210	Calculus I: Early Transcendentals	4
or		
MATH C2210H	Calculus I: Early Transcendentals - Honors	4
MKT 100 F	Introduction to Marketing	3
or		
MKT 151 F	Digital Marketing	3
PSY 161 F	Elementary Statistics for Behavioral Science	4
or		
PSY 161HF	Honors Elementary Statistics for Behavioral Science	4
or		
STAT C1000	Introduction to Statistics	4
or		
SOSC 120 F	Introduction to Probability and Statistics	4
or		
STAT C1000H	Introduction to Statistics - Honors	4
or		
STAT C1000E	Introduction to Statistics	5
Total Units		**18 - 22**

*See counselor for determination of correct course.

Marketing Management Associate in Science Degree **MSU**
Effective: **Fall 2027**

The Marketing Management Associate in Science Degree prepares students for fast-moving careers in sales, promotion, branding, and digital marketing. Students learn how to identify customer needs, create marketing strategies, manage campaigns, and evaluate results. Whether you want to become a marketing assistant, sales coordinator, or social media manager, this program helps you get there. It's also ideal for current employees seeking a competitive edge or promotion in marketing-related fields. With a focus on creative thinking and data-driven decision-making, graduates are ready to make an impact. This degree requires the completion of 21-24 units, in addition to other graduation requirements.

Program Justification

Updating courses to include new Financial Literacy, Digital Marketing, and related AI courses. Units reduced from 24-27 to 21-22 due to the restructuring of courses.

Required Courses (9 units)		**Units**
BUS 101 F	Personal Financial Management	3
MKT 100 F	Introduction to Marketing	3

MKT 151 F	Digital Marketing	3

Choose MARKETING SPECIALITY courses for a minimum of 9 to 11 units:		**Units**
BUS 224 F	International Marketing	3
MKT 103 F	Principles of Advertising	3
MKT 161 F	Web Design for Digital Marketing	1
MKT 162 F	Search Engine Optimization	1
MKT 164 F	Online Advertising	1
MKT 165 F	Content Considerations for Digital Marketing	1
MKT 166 F	Social Media Marketing	1
MKT 167 F	Email Marketing	1
MKT 169 F	Digital Marketing Capstone: Strategy and Execution	3
MKT 201 F	Small Business Promotions	3
MKT 203 F	Principles of Retail Management	3
MKT 205 F	Understanding Multicultural Markets in the U.S.	3
MKT 208 F	Principles of Selling	3
MKT 256 F	Artificial Intelligence in Marketing	3

One BUSINESS course for a total of 3-4 units:		**Units**
BUS 100 F	Introduction to Business	3
BUS 111 F	Business Communications	3
BUS 112 F	Public Speaking for Business	4
BUS 131 F	Principles of International Business	3
BUS 170 F	Principles of E-Commerce	3
BUS 180 F	Small Business Management	3
BUS 211 F	Critical Reasoning and Writing for Business	3
	or	
BUS 211HF	Honors Critical Reasoning and Writing for Business	3
BUS 240 F	Legal Environment of Business	3
	or	
BUS 240HF	Honors Legal Environment of Business	3
	or	
BUS 245 F	Business Law I	3
BUS 256 F	Artificial Intelligence and Prompt Engineering for Business	3

Total Units	**21 - 24**

Museum Assistant Certificate **TABLED**
Effective: **Fall 2027**

The Museum Assistant Certificate is designed to provide students with the entry-level skills for the growing global art market. This certificate is ideal for students seeking careers in art museums, galleries, or cultural centers as well as arts professionals who seek to upgrade their knowledge and improve their marketability. Students learn to prepare gallery walls, handle artwork safely, pack and ship artwork, hang artwork, light artwork appropriately, write and create labels and didactic materials, research and lay out an exhibition through hands-on experience. This certificate requires the completion of 17-19 units. A grade of C or better is required in each course taken.

Program Justification
Adding the following courses to restricted electives: ARTH 105 Africa, Oceania, and Native American Art History, ARTH 110 African Art and the Diaspora. This revision reflects the following courses added as options for restricted electives: ARTH 170HF The Museum Experience, ARTH 105HF Africa, Oceania, and Native American Art History, ARTH 110HF African Art and the Diaspora, ARTH 120HF Asian Art History,

ARTH 125HF Gender and Women in Art History, ARTH 135HF Latin America - Mexican Art History, ARTH 150HF Western Art History - Prehistory to 14th Century

Required Courses (14-16 units)		**Units**
ARTH 170 F	The Museum Experience	3
or		
ARTH 170HF	Honors The Museum Experience	3
ARTH 175 F	Introduction to Museum and Gallery Studies	3
ARTH 176 F	Museum Studies - Exhibition Production	3
ARTH 177 F	Museum Studies - Exhibition Design and Careers	3
ARTH 295 F	Museum Studies Internship I	2 - 4

Restricted Elective - Material Culture Course (choose one for 3 units):

ARTH 105 F	Africa, Oceania, and Native American Art History	3
or		
ARTH 105HF	Honors Africa, Oceania, and Native American Art History	3
ARTH 110 F	African Art and the Diaspora	3
or		
ARTH 110HF	Honors African Art and the Diaspora	3
ARTH 115 F	American Art History	3
ARTH 120 F	Asian Art History	3
or		
ARTH 120HF	Honors Asian Art History	3
ARTH 125 F	Gender and Women in Art History	3
or		
ARTH 125HF	Honors Gender and Women in Art History	3
ARTH 130 F	Global Contemporary Art History	3
ARTH 135 F	Latin America - Mexican Art History	3
or		
ARTH 135HF	Honors Latin America - Mexican Art History	3
ARTH 140 F	Latin America - Ancient/Indigenous Art History	3
ARTH 145 F	Latin America - Colonial-Contemporary Art History	3
ARTH C1100	Survey of Art from Prehistory to the Medieval Era	3
ARTH C1200	Survey of Art from the Renaissance to Contemporary	3
or		
ARTH C1200H	Survey of Art from the Renaissance to Contemporary - Honors	3
ARTH 160 F	Western Art History - 19th to 21st Century	3
ANTH 101 F	Biological Anthropology	3
or		
ANTH 101HF	Honors Biological Anthropology	3
ANTH 103 F	Introduction to Archaeology	3
or		
ANTH 103HF	Honors Introduction to Archaeology	3
ANTH 107 F	Anthropology of Magic, Witchcraft, and Religion	3
or		
ANTH 107HF	Honors Anthropology of Magic, Witchcraft and Religion	3
ANTH 209 F	Cultures of Latin America	3
or		
ANTH 209HF	Honors Cultures of Latin America	3
ETHS 129 F	Introduction to African American Studies	3
ETHS 153 F	Chicana/o and Latina/o Contemporary Issues	3
ETHS 153HF	Honors Chicana/o and Latina/o Contemporary Issues	3
ETHS 160 F	American Indian History	3
ETHS 170 F	Introduction to Asian Pacific Islander American Studies	3
Total Units		**17 - 19**