

RANCHO SANTIAGO COMMUNITY COLLEGE DISTRICT

Request for Specific Equivalencies to Minimum Qualification for a Discipline/Program

FORM I

Each time a department wants to alter its agreed upon equivalencies for all discipline hirings, it must file a new "Request for Equivalencies to Minimum Qualifications" form.

Name of the Discipline: Marketing

1) List the current Minimum Qualifications for the discipline:

Master's in business administration, business management, business education, marketing,
advertising or finance
OR
Bachelor's in any of the above
AND
Master's in economics, accountancy, taxation or law
OR the equivalent

2) List the equivalencies that the Department accepts as valid:

Master's in Marketing Analytics, Data-Driven Marketing, Digital Audience Strategy, Marketing Research, Public Relations, Fashion Business/Marketing, Social Media Marketing, Global/International Marketing

3) Rationale:

The graduate level degree options in marketing have continued to expand to include new degrees focused on data analytics for marketing, social/digital media and global marketing. These degrees were developed in response to the ever changing world of business and the new areas of focus in marketing. These degrees include course requirements and rigor that provide the necessary foundational learning for instructors teaching Marketing classes at RSCCD. Individuals earning any of the degrees listed as equivalent will be well prepared to provide RSCCD students with the most relevant and up to date marketing terminology, trends and knowledge.

Submitted by: Ali Kowsari

Department: Global Business & Entrepreneurship

REQUIRED SIGNATURES

SAC Department Chair or designee: Ali Kowsari

A signature indicates support for the equivalency and agreement that the proposed qualifications are equivalent to the minimum qualifications of the discipline.

Signature:  Date: 4/30/26

SCC Department Chair or designee: Steven Deeley

A signature indicates support for the equivalency and agreement that the proposed qualifications are equivalent to the minimum qualifications of the discipline.

Signature:  Date: 5/5/2026

Three faculty from the Department, FSA, Discipline or Division:

A signature indicates support for the equivalency and agreement that the proposed qualifications are equivalent to the minimum qualifications of the discipline.

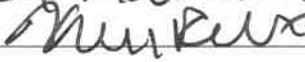
1) Faculty's Name: Madeline Grant

Signature:  Date: 4.28.26

2) Faculty's Name: David Seuber

Signature:  Date: 4.28.26

3) Faculty's Name: Kristen Robinson

Signature:  Date: 4/29/26

Academic Senate/Representative: Gabriel Shweiri

A signature indicates support for the equivalency and agreement that the proposed qualifications are equivalent to the minimum qualifications of the discipline.

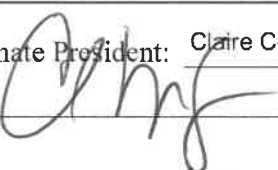
Signature:  Date: 4/28/26

Academic Dean/Supervisor: Anthony Pagan

Signature indicates receipt of equivalency request.

Signature:  Date: 4/28/2026

SAC Academic Senate President: Claire Coyne

Signature:  Approved ☒ Denied ☐ Date: 4/28/26

SCC Academic Senate President: Tara Kubika-Miller

Signature:  Approved ☒ Denied ☐ Date: 5/7/26

Reason for Denial:

College President or Designee: 

Signature:  Date: 5/11/26

If not approved at any level, the form will be returned to the appropriate Department Equivalency Committee. Alistair Winter

Alistair Winter (May 16, 2026 09:46:01 GMT+1)

May 16, 2026

Marketing Form 1 Equivalency 5-2026

Final Audit Report

2026-05-16

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"Marketing Form 1 Equivalency 5-2026" History

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