

Northern Virginia Community College 2007-2008 Catalog

MARKETING - eCommerce Specialization

Associate of Applied Science Degree AN, ELI*

Purpose: The curriculum is designed for persons who seek employment in the field of electronic marketing and sales through business-to-business and business-to-consumer transactions, and those entrepreneurs who want to move their business on to the Internet or start an Internet company. The occupational objectives include e-business account manager, direct marketing sales analyst, e-channel management specialist, web sales support coordinator, web site development and maintenance specialist, assistant manager of online communities, brand marketing specialist, advertising operations specialist, project lead analyst and Internet entrepreneur.

Recommended Preparation: The student should possess a proficiency in high school English and a strong background in basic arithmetic operations.

*Graduation requirements are certified by a faculty advisor at a campus offering this major.

Two Years Credits

1st Semester

BUS 100 Introduction to Business	3
ENG 111 College Composition I	3
ITE 115 Intro. to Computer Applications & Concepts	3
MKT 201 Introduction to Marketing	3
MTH 151 Math for the Liberal Arts I	3
SDV Elective	<u>1</u>
Total	16

2nd Semester

BUS 200 Principles of Management	3
¹ ECO 120 Survey of Economics	3
⁺² ENG 112 College Composition II	3
²³ ___ Humanities/Fine Arts Elective	3
ITD 110 Web Page Design I	3
³⁴ PED 116 Lifetime Fitness and Wellness	<u>1</u>
Total	16

3rd Semester

BUS 201 Organizational Behavior	3
ITE 150 Desktop Database Software	3
MKT 275 International Marketing or MKT Elective	3
MKT 228 Promotion	3
MKT 282 Principles of eCommerce	3
³⁴ PED/RPK	<u>1</u>
Total	16

4th Semester

ACC 211 Principles of Accounting	3
ITD 210 Web Page Design II	3
MKT 215 Sales and Marketing Mgt.	3
MKT 283 Social, Ethical & Legal Issues in eCommerce	3
SPD 110 Intro. to Speech Communication	3
⁴⁵ ___ Social Science Elective	<u>3</u>

Total

18

Total credits for the A.A.S. Degree in Marketing with a Specialization in eCommerce = 66.

Students are encouraged to participate in the Cooperative Education Program for special career-related work experience.

¹ Students considering transfer should take ECO 201 or ECO 202.

^{4,2} ENG 116 Writing for Business or ENG 125 may be substituted with the advice of a counselor or faculty advisor.

^{2,3} Humanities/fine arts elective may be chosen from list on page 54.

^{3,4} The PED requirement may be met by one of the following options: PED 116, 2 cr.; PED 116, 1 cr. plus a PED activities course, 1 cr.; or PED 116, 1 cr. plus RPK activities course. PED 116 is offered as both a 1-credit and a 2-credit course.

^{4,5} The social science elective may be selected from the economics, geography, history, political science, psychology, or sociology (includes anthropology) courses listed on page 54.