

MARKETING:

eCommerce Specialization

Associate of Applied Science Degree

AN

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.

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
³ —	Humanities/Fine Arts Elective	3
ITD	110 Web Page Design I	3
⁴ 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
⁴ PED/RPK	Elective	<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
⁵ —	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.

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

³ Humanities/fine arts elective may be selected from the humanities/fine arts courses listed under General Education Electives.

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.

⁵ The social science elective may be selected from the social/behavioral sciences courses listed under General Education Electives.