

Northern Virginia Community College 2009-2010 Catalog

MARKETING:

eCommerce

Career Studies Certificate

AN

Purpose: The one-year curriculum is designed to offer students already employed in marketing the opportunity to improve and update their skills allowing for advancement on the job. Interested students will have an opportunity to explore eCommerce as a career and become acquainted with fundamental skills.

Preparation: Students should possess a proficiency in high school English.

One Year		Credits
1st Semester		
ENG	111 College Composition I or ENG elective	3
ITE	115 Intro to Computer Applications and Concepts	3
MKT	201 Intro to Marketing	3
SDV	Elective	<u>1</u>
Total		10
2nd Semester		
MKT	282 Principles of eCommerce	3
MKT	283 Ethical, Legal, & Privacy Issues in eCommerce or ITD 110 Web Page Design	<u>3</u>
Total		6

Total credits for the eCommerce Career Studies Certificate = 16