**Marketing/E-Commerce Specialization**

**Catalog Year: 2023-2024**

**Developmental Requirements: Satisfy/Finish MTE 2 AND Satisfy/Finish ENF 3**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Grade/Semester  Completed | |  | | Course # |  | Course Title | Cr |
|  |  | | **First Semester** | | | | |
| / | |  | | AST 117 |  | Keyboarding for Computer Usage | 1 |
| / | |  | | BUS 100 |  | Introduction to Business | 3 |
| / | |  | | BUS 121 |  | Business Mathematics I | 3 |
| / | |  | | ENG 111 |  | College Composition I | 3 |
| / | |  | | ITE 115 |  | Intro to Computer Applications & Concepts | 3 |
| / | |  | | MKT 100 |  | Principles of Marketing | 3 |
| / | |  | | SDV 100 |  | College Success Skills | 1 |
|  | |  | |  |  | **Total** | **17** |
|  |  | | **Second Semester** | | | | |
| / | |  | | BUS 200 |  | Principles of Management | 3 |
| / | |  | | ITD 110 |  | Web Design I | 3 |
| / | |  | | MKT 281 |  | Principles of Internet Marketing | 3 |
| / | |  | | ECO 120 |  | Survey of Economics | 3 |
| / | |  | | HLT/PED |  | Approved Wellness Elective | 1 |
| / | |  | |  |  | E-commerce Elective | 3 |
|  | |  | |  |  | **Total** | **16** |
|  |  | | **Third Semester** | | | | |
| / | |  | | ACC 111 |  | Principles of Accounting I | 3 |
| / | |  | | BIO 100 |  | Basic Human Biology | 3 |
| / | |  | |  |  | E-commerce Elective | 3 |
| / | |  | |  |  | E-commerce Elective | 3 |
| / | |  | | MKT 216 |  | Retail Organization & Management | 3 |
| / | |  | | MKT 228 |  | Promotion | 3 |
|  | |  | |  |  | **Total** | **18** |
|  |  | | **Fourth Semester** | | | | |
| / | |  | | BUS 108 |  | Business Etiquette | 1 |
| / | |  | | BUS 149 |  | Workplace Ethics | 1 |
| / | |  | |  |  | E-commerce Elective | 3 |
| / | |  | |  |  | Humanities Elective | 3 |
| / | |  | | MKT 170 |  | Customer Service | 1 |
| / | |  | | MKT 298 or MKT 297 |  | Seminar and Project in Marketing or Cooperative Education | 3 |
| / | |  | | MKT 110 |  | Principles of Selling | 3 |
|  | |  | |  |  | **Total** | **15** |
|  | |  | |  |  |  |  |
| Total Completed | |  | |  |  |  | 66 |

Total Minimum Credits for the Associate of Applied Science Degree in Marketing, Track 3 (E-Commerce Specialization)**.....................................................................................................................................................................66**

E-Commerce Elective Options With approval of their advisor, students will select from the following classes as long as the prerequisite course(s) have already been taken: ENG 123 - Writing for the Web (Prereq: ENG 111 or 115) ITD 112 - Designing Web Page Graphics (Prereq: ITD 110) ITD 210 - Web Page Design II (Prereq: ITD 110) ITD 212 - Interactive Web Design (Prereq: ITD 110) ITE 130 - Intro to Internet Services ITE 150 - Desktop Database Software (Prereq: ITE 115) ITE 182 - User Support / Help Desk Principles (Prereq: ITE 115) ITP 100 - Software Design (Prereq: ITE 115) ITP 140 - Client Side Scripting (Prereq: ITP 100) MKT 282 - Principles of E-Commerce (Prereq: MKT 100) ITP 120 - Java Programming (Prereq: ITP 100) ITP 100 - Software Design (Prereq: ITD 115) ITD 115 - Web Page Design and Site Management PHT 100 - Intro to Photography PHT 101 - Photography I