

eCommerce

Career Studies Certificate

Purpose: This certificate program is designed to meet the needs of employed persons desiring to extend their knowledge of internet marketing concepts, as well as those seeking training to prepare for employment in the marketing industry and eCommerce.

Occupational Objectives: Advertising Manager, Media Buyer, Salesperson, Internet Retailer, Web Designer, Marketing Manager, Retail Manager, and Marketing Consultant

Admission Requirements: General college curricular admission

CURRICULUM				
COURSE	TITLE	LEC. HRS.	LAB. HRS.	CRS. CRE.
ENG 111	College Composition I	3	0	3
ITE 115	Introduction to Computer Applications and Concepts	3	0	3
ITD 110	Web Page Design I	3	0	3
ITD 210	Web Page Design II	4	0	4
MKT 100	Principles of Marketing	3	0	3
MKT 271	Consumer Behavior	3	0	3
MKT 281	Principles of Internet Marketing	3	0	3
MKT 282	Principles of eCommerce	3	0	3
MKT 283	Social, Ethical and Legal Issues in eCommerce	3	0	3
TOTAL		28	0	28