

# Marketing

## E-Commerce Specialization

*Associate in Applied Science*

The Associate in Applied Science degree curriculum with a Major in Marketing is designed primarily for persons who are seeking full-time employment in merchandising and marketing occupations immediately upon completion



of the community college curriculum. Both persons who are seeking their first employment in marketing positions and those who are seeking a promotion may benefit from this curriculum. This program will also transfer to the B.S. in Business Administration at Franklin University.

The E-Commerce Specialization is designed for persons who seek employment in the field of electronic marketing and sales through the Internet and entrepreneurs who want to move their business onto the Internet or start an Internet company. Occupations in the field of E-Commerce Specialization include: e-business account manager, advertising operations specialist, assistant manager of on-line communities, Web-site development specialist, Web-site maintenance specialist, or Internet entrepreneur.

The first two semesters of the Marketing program are similar to other curriculums in business. However, in the second year each student will pursue courses in Marketing to meet the

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requirements in in E-Commerce. The curriculum will include technical courses in merchandising, marketing, management, general education, and electives. Instruction will include both the theoretical concepts and practical applications needed for future success in Marketing.

## Marketing: E-Commerce Specialization — Degree Requirements

Course No.	Course Title	First Year	
		1st Sem.	2nd Sem.
HLT/PED	Health or Physical Education	1	1
	Computer Elective <sup>1</sup>	3	-
ENG 111	College Composition I	3	-
ITE 130	Introduction to Internet Services	3	-
MKT 100	Principles of Marketing	3	-
MTH 120	Introduction to Mathematics <sup>2</sup>	3	-
SDV 100	Orientation	1	-
BUS 100	Introduction to Business	-	3
ENG 131	Technical Report Writing I <sup>3</sup>	-	3
ITD 110	Web Page Design I	-	3
MKT 110	Principles of Selling	-	3
MKT 282	Principles of E-Commerce	-	3
<b>Total</b>		<b>17</b>	<b>16</b>

Course No.	Course Title	Second Year	
		1st Sem.	2nd Sem.
ACC 211	Principles of Accounting I	4	-
ITD 112	Designing Web Page Graphics	3	-
MKT 228	Promotion	3	-
MKT 229	Marketing Research	3	-
	Social Science Elective <sup>4</sup>	3	-
BUS 200	Principles of Management	-	3
ITE 150	Database Management Software	-	3
ECO 120	Survey of Economics <sup>5</sup>	-	3
	Humanities Elective <sup>4</sup>	-	3
ITD 210	Web Page Design II	-	3
MKT 275	International Marketing	-	3
<b>Total</b>		<b>16</b>	<b>18</b>

**Minimum credits required to graduate** **67**

<sup>1</sup> Select from BUS 226 Computer Business Applications or ITE 115 Introduction to Computer Applications and Concepts.

<sup>2</sup> MTH 151 may be substituted for MTH 120.

<sup>3</sup> ENG 112 may be substituted for ENG 131.

<sup>4</sup> See course catalog for available courses.

<sup>5</sup> ECO 120 may be satisfied by taking ECO 201 or ECO 202.