

ELECTRONIC MARKETING

(CRT.EMKT) CERTIFICATE

The certificate in Electronic Marketing trains students to effectively market an organization and its products through its website and social media presence. The program will highlight strategies for drawing more traffic to a firm's website, increasing online revenues, and enhancing the organization's reputation. All courses satisfactorily completed in this certificate program will apply to the associate in applied science degree with a major in marketing or management.

Program requirements may change over time. Specific degree/graduation requirements are determined by a degree audit.

FIRST YEAR

First Semester		Hours
CIS-099	Introduction to Web Technology	3.0
BUS-142	Introduction to Business	3.0
CIS-160	Practical Software Application	3.0
BUS-247	Principles of Marketing	3.0
SEMESTER TOTALS		12.0
Second Semester		
BUS-090	Prin of Retailing +++++	3.0
BUS-091	Prin of Advertising +++++	3.0
BUS-134	Principles of E-Marketing	3.0
ITT-071	Web Scripting I *	3.0
SEMESTER TOTALS		12.0
TOTAL PROGRAM HOURS		24.00

- * There are prerequisites, course requisites, or minimum placement test scores for this course.
- ** Electives must be approved by the Program Coordinator
- + Course only offered fall semester
- ++ Course only offered spring and summer semester
- +++ Course only offered spring semester
- ++++ Course offered in summer term only
- ^ SOS 050 Human Relations and PSY 271 Introduction to Psychology cannot be used as a social science elective
- ^^ Consult Academic Advisor for appropriate course
- ^^^ Course requires a 30-hour practicum experience in addition to classroom lecture hours
- ^^^^ ECE 120 and ECE 125 must be taken the same semester

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