

Proposed Start: 2011 Fall
 Status: Launched
 Last Updated: Fall 2011
 Discipline: Business Education (BUS)

E-Marketing

A.A. Degree Major or Certificate of Achievement

This program combines business skills in marketing and advertising with technical skills in web design and digital media production. Students will gain a working knowledge of Web 2.0 techniques used in e-marketing such as digital media design, search engine optimization, social networking, and other methods of creating digital content for driving website traffic.

Program Requirements

BUS 155	Marketing	3
	or	
IBUS 105	International Marketing	3
BUS 150	Advertising	3
BUS 157	E-Commerce	3
BUS 205	Business Writing	3
GCIP 140	Digital Imaging/Photoshop I	4
GCMW 177	Search Engine Optimization (SEO) for Web Design	4
GCMW 204	Motion Graphics for Multimedia	4

Electives (Select 6 Units)

BUS 105	Bookkeeping Fundamentals	4
	and	
BUS 105L	Bookkeeping Electronic Spreadsheet Lab	0.5
BUS 125	Business English	3
BMGT 105	Small Business Management	3
BUS 117	Legal Environment of Business	3
BUS 140	Selling for Business	3
BUS 145 /FASH 125	Retailing/Promotion	3
BUS 185	Powerpoint for Business	1
BUS 190	Internet for Business	1
GCIP 141	Digital Imaging/Photoshop II	4
	or	
GCIP 240	Digital Imaging/Photoshop III	4
GCMW 106	Multimedia for Social Networking	4
GCMW 120	Designing for the Social Web	4
GCMW 140	Web Graphics	4
GCMW 165	Digital Video Design	4
GCMW 205	Digital Video for Multimedia	4
CSIT 70	Web 2.0 - The Web's Edge	3

Total units **30**

920