

Web Marketing

A.A.S. Degree Program – Catalog Year 2018-2019

The A.A.S degree in Web Marketing will qualify students for entry-level technology, marketing, and e-commerce positions in business and nonprofit organizations. This program provides a broad business foundation that examines social media and e-commerce technology development, electronic and interpersonal communication, and industry standards for small businesses. Students acquire a specific skill set that emphasizes on the interactions between customers and web-based technology.

Faculty Contacts/Program Chairs

Christopher Bottomley x2996 GATE 305 cbottomley@ocean.edu

Transfer Information

Associate of Applied Science (AAS) degrees are intended to prepare students for immediate entry into the workforce. The NJ Statewide Transfer Agreement does not guarantee the transfer of credit/coursework when a student earns an AAS degree and continues on to a four-year institution to complete a bachelor's degree. Students are encouraged to work closely with OCC business faculty and Advising Transfer Services. Students planning to transfer to a four-year institution in NJ can explore the "Transfer Programs" feature on NJ Transfer www.njtransfer.org.

Career Information

The Associate of Applied Science Degrees are designed to provide students with the knowledge and skills necessary to start employment upon graduation. Several of the A.A.S. degrees provide the opportunity for the student to gain work experience by offering internship credit. These degrees are usually technical in nature and prepare the student for certification and licensing exams necessary to work in their field of choice. Students are strongly encouraged to consult with OCC faculty and Career Services as they begin to explore career options. Students can also utilize Career Coach, a resource provided by OCC, to help students explore degree programs and corresponding careers ocean.emsicareercoach.com

Fundamental Coursework

BUSN 131, 134, 210, 251, 220

ACCT 161

ECON 151-152

Students are encouraged to keep track of degree requirements by using the "My Progress" screen on Student Planning. Student Planning can be accessed via logging into Ocean Connect.

Curriculum

First Semester

ENGL 151	English I	3 cr.
BUSN 131	Introduction to Business Administration	3 cr.
COMM 110	Introduction to Communications	3 cr.
CSIT 110	Introduction to Computers and Computer Applications	3 cr.
ECON 151	Macroeconomic Principles	3 cr.
STSC 155	Student Success Seminar	<u>3 cr.</u>
		18 cr.

Second Semester

ENGL 152	English II	3 cr.
MATH 156	Introduction to Statistics (or higher)	3 cr.
ACCT 161	Principles of Accounting I	3 cr.
BUSN 134	Principles of Marketing	3 cr.
BUSN 210	Business Communications	3 cr.
CSIT 131	Multi-Media for the Web	<u>3 cr.</u>
		18 cr.

Third Semester

BUSN 251	Business Law I	3 cr.
COEM 220	Video Location Production	3 cr.
COMM 272	Public Relations and Publicity	3 cr.
CSIT 133	Web Development Fundamentals	3 cr.
ECON 152	Microeconomic Principles	<u>3 cr.</u>
		15 cr.

Fourth Semester

BUSN 220	Career Management & Professional Behavior	3 cr.
CSIT 160 <u>OR</u>	Introduction to Visual Basic <u>OR</u>	
CSIT 165	Programming I	3-4 cr.
GRPH 151	Digital Imagery	3 cr.
_____	Lab Science Gen Ed Requirement	<u>4 cr.</u>
		13-14 cr.
		TOTAL CREDITS 64-65

Courses satisfying General Education Requirements must be selected from the list of Approved General Education Courses