

Business – Web Marketing Option

A.A.S. Degree Program – Catalog Year 2017-2018

The A.A.S. Business option in Web-based Technology is designed to qualify students for entry-level technology, marketing, and e-commerce positions in small business and nonprofit organizations. The 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 mix of skills that focus on the interaction among customer service, industry standards, and web-based technologies. The Web Marketing Option is designed as a career, not transfer, program.

Faculty Contacts/Program Chairs

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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 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 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, 215, 220

ECON 151, 153; CSIT 109, 123, 131, 133

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.
ECON 151	Macroeconomic Principles	3 cr.
COMM 110	Introduction to Communications	3 cr.
CSIT 109	Information Technology	<u>3 cr.</u>
		15 cr.

Second Semester

ENGL 152	English II	3 cr.
BUSN 134	Principles of Marketing	3 cr.
BUSN 210	Business Communications	3 cr.
ACCT 121	Fundamentals of Accounting	3 cr.
CSIT 123	Integrated Office Software	<u>3 cr.</u>
		15 cr.

Third Semester

BUSN 251	Business Law I	3 cr.
COMM 272	Public Relations and Publicity (program elective)	3 cr.
CSIT 131	Multi-Media for the Web	3 cr.
_____	Math Gen Ed Requirement	3 cr.
_____	Any course from list of Approved General Education Courses	3 cr.
ECON 153	Contemporary Economic Issues (program elective)	<u>3 cr.</u>
		18 cr.

Fourth Semester

BUSN 215	Integrated Software Applications	3 cr.
BUSN 220	Office Management	3 cr.
CSIT 133	Web Development Fundamentals	3 cr.
_____	Lab Science Gen Ed Requirement	4 cr.
_____	Elective	<u>3 cr.</u>
		16 cr.

TOTAL CREDITS 64

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