

BUSINESS

e-COMMERCE OPTION – B083

A.S. in Marketing Management

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The Marketing Management Program prepares students for a variety of managerial positions in the field of Marketing. The e-Commerce Option combines business and computer courses to prepare students for careers in the field of Internet- based commerce. Upon graduating from this program, students will be able to coordinate technological skills, including website development, with business principles to compete in the global marketplace. Students also will be able to interpret accounting data and analyze financial statements, apply the marketing concept, define traditional function of management and their contribution.

Term/Grade	Course Number	Course Name	Course Credits	
GENERAL EDUCATION REQUIREMENTS				20
_____	ENG 101	Language and Literature I	3	
_____	ENG 102	Language and Literature II	3	
_____	ECN 101	Principles of Economics I	3	
_____	ECN 102	Principles of Economics II	3	
_____	_____	Laboratory Science (D) _____	4	
_____	_____	Laboratory Science (D) _____	4	
PROGRAM REQUIREMENTS				30
_____	ACC 111	Principles of Accounting I	4	
_____	ACC 112	Principles of Accounting II	4	
_____	CSI 111	Computer Concepts w/Applications	4	
_____	LAW 211	Business Law	3	
_____	BUS 253/ CSI 253	Introduction to e-Commerce	3	
_____	CSI 252	Introduction to Website Development	3	
_____	MGT 230	Principles of Management	3	
_____	MGT 235	Entrepreneurship	3	
_____	MKT 240	Principles of Marketing	3	
PROGRAM ELECTIVES				15
_____	_____	Humanities Electives (C) ¹ e-Commerce Electives ² _____	3	
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_____	_____	Humanities Electives (C) ¹ e-Commerce Electives ² _____	3	
_____	_____	Math Elective (D) ³ General Elective _____	3	
_____	_____	Social Science Electives ⁴ General Electives _____	3	
			Total Credits	65

NOTES:

¹ Students transferring under the Transfer Compact to UMass or any other Massachusetts state college or university MUST take nine (9) credits of Humanities (C) courses. Students planning to transfer to other four-year institutions should check with either their academic advisor or the Transfer Affairs Coordinator in selecting their courses.

² Students choosing e-Commerce Electives to meet this requirement should select from BUS 280, CSI 120, CSI 254, MKT 110, MKT 226, MKT 227, TRF 101.

³ Select from MTH 160 (D), MTH 162 (D), MTH 111 (D), MTH 112 (D), or MTH 142(D). Students will not receive credit for both MTH 162 and MTH 111.

⁴ Students transferring under the Transfer Compact at UMass Amherst or any other State College or university must take three (3) credits of Social Science (B) courses.

⁵ Students enrolled in this program are not eligible for joint admissions and after Fall of 2009 MassTransfer to UMass Isenberg School of Management.