

**STARK STATE COLLEGE OF TECHNOLOGY
MARKETING MANAGEMENT TECHNOLOGY
E-COMMERCE MARKETING OPTION - 2303
SUGGESTED COURSE SEQUENCE**

Put the Year/Semester You Complete Each Course in the Block Provided.

Semester I	Semester II	Semester III	Semester IV
yr/sem _____ Business Administration BUS121 4	yr/sem _____ Principles of Marketing MKT121 3	yr/sem _____ Principles of Management MGT121 3	yr/sem _____ Market Planning MKT229 4
yr/sem _____ Internet/Intranet Design & Development ECA228 3	yr/sem _____ Quantitative Business Statistics ACC127 4	yr/sem _____ Microeconomics BUS221 3	yr/sem _____ Macroeconomics BUS222 3
yr/sem _____ Business Math BUS123 4	yr/sem _____ Business Communication ENG230 3	yr/sem _____ Advertising MKT222 3	yr/sem _____ E-Marketing MKT236 3
yr/sem _____ College Composition ENG124 3	yr/sem _____ Financial Accounting ACC132 4	yr/sem _____ Managerial Accounting ACC133 4	yr/sem _____ Client Side Scripting ECA225 3
yr/sem _____ Effective Speaking COM121 3	yr/sem _____ Internet Design Tools ECA154 3	yr/sem _____ Microsoft Server Side Scripting ECA229 3	yr/sem _____ Sociology SOC121 3
yr/sem _____ Business Student Success Seminar BUS101* 1	Credit Hours 17	Credit Hours 16	yr/sem _____ Business Law & Ethics ACC130 3
Credit Hours 18			Credit Hours 19

70 TOTAL CREDIT HOURS

*COURSE REQUIRED OF NEW STUDENTS BEGINNING SPRING SEMESTER 2010

Proper course placement is critical to success in learning. Business Technology students are expected to have completed all required college assessment tests and any defined developmental courses prior to registering for technical courses.

NOTE: Every course **MAY** not be offered every semester. Please plan accordingly.

COURSE REQUIREMENTS AND PREREQUISITES

TECHNICAL		CR	Taken Yr/Semester	PREREQUISITE	
Course No.	Course Name			Course No.	Course Name
BUS121	BUSINESS ADMINISTRATION	4		IDS102	Critical Analysis or Proficiency
MKT121	PRINCIPLES OF MARKETING	3		BUS121	Business Administration
MGT121	PRINCIPLES OF MANAGEMENT	3		BUS121	Business Administration
MKT229	MARKET PLANNING	4		MKT121	Principles of Marketing
MKT222	ADVERTISING	3		MKT121	Principles of Marketing
MKT236	E-MARKETING.	3		MKT121	Principles of Marketing
ECA228	INT/INTRA DESIGN & DEVELOPMENT	3		None	
ECA229	MICROSOFT SERVER-SIDE SCRIPTING	3		ECA228	Int/Intra Design & Development.
ECA225	CLIENT SIDE SCRIPTING	3		ECA228	Int/Intra Design & Development
ECA154	INTERNET DESIGN TOOLS	3		ECA228	Int/Intra Design & Development
TOTAL		32			
NON-TECHNICAL					
ACC130	BUSINESS LAW & ETHICS	3		None	
ACC132	FINANCIAL ACCOUNTING	4		BUS123	Business Math (corequisite)
ACC133	MANAGERIAL ACCOUNTING	4		ACC132	Financial Accounting
BUS123	BUSINESS MATH	4		MTH101 or MTH103	Intro. to Algebra or Elements of Algebra depending on Test Score
ACC127	QUANTITATIVE BUSINESS STATISTICS	4		BUS123	Business Math (corequisite)
BUS221	MICROECONOMICS	3		IDS102	Critical Analysis or Proficiency
BUS222	MACROECONOMICS	3		IDS102	Critical Analysis or Proficiency
ENG124	COLLEGE COMPOSITION	3		ENG105	College Writing III or Proficiency
ENG230	BUSINESS COMMUNICATION	3		ENG124	College Composition
COM121	EFFECTIVE SPEAKING	3		None	
SOC121	SOCIOLOGY	3		IDS102	Critical Analysis or Proficiency
BUS101	BUS. STUDENT SUCCESS SEMINAR	1		None	
TOTAL		38			
TOTAL SEMESTER CREDITS		70			

COMMENTS/NOTES

Student's Signature

Date
