

**E-COMMERCE OPTION – B083**  
**A.S. in Marketing Management**  
(80% degree available on-line)

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The Marketing Management Program prepares students for various types of managerial positions in the field of marketing. The E-Commerce Option combines business and computer courses to prepare students for careers in the fast-growing field of Internet marketing. All Holyoke Community College business degree programs are accredited by the Association of Collegiate Business Schools and Programs. HCC is one of only three community colleges in Massachusetts with this certification.

Comp. In Prog/ Term	Course Number	Course Name	Course Credits	
	<b>GENERAL EDUCATION REQUIREMENTS</b>			<b>20</b>
_____	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) - ESC 111	4	
_____	_____	Laboratory Science (D) - ESC 111	4	
BIO 103, BIO 111, ENV 120, 137, 138, 140 require an on-site lab				
	<b>PROGRAM REQUIREMENTS</b>			<b>30</b>
_____	ACC 111	Principles of Accounting I <sup>1</sup>	4	
_____	ACC 112	Principles of Accounting II	4	
_____	CSI 111	Computer Concepts w/Applications <sup>2</sup>	4	
_____	LAW 211	Business Law	3	
_____	BUS 253/	CSI 253 Introduction to e-Commerce	3	
_____	CSI 252	Introduction to Website Development <sup>3</sup>	3	
_____	MGT 230	Principles of Management	3	
_____	MGT 235	Entrepreneurship	3	
_____	MKT 240	Principles of Marketing	3	
	<b>PROGRAM ELECTIVES</b>			<b>18</b>
_____	_____	Humanities Electives <sup>4</sup> (C) or E-Commerce Electives <sup>5</sup>	3	
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_____	_____	Humanities Electives <sup>4</sup> (C) or E-Commerce Electives <sup>5</sup>	3	
Humanities Electives: COM 121, ENG217, ENG 218, ENG 223, ENG 224, ENG 225, ENG 226, HIS 111, HIS 112				
E-Commerce Electives: BUS 280, MKT 110, MGT 235, MKT 226, and MKT 227				
		Math Elective <sup>6</sup> (D) MTH 142 or MTH 104 or MTH 150 or MTH 155 or General Elective	3	
_____	_____	Social Science Electives <sup>7</sup> or General Electives	3	
Social Science Electives: CRJ 117, CRJ 208, ECN 101, ECN 102, HSV 208, POL 110, PSY 110, PSY 215, PSY 216, PSY 217, SOC 110, SOC 130, SOC 208, SOC 213, SOC 214, SOC 220				
			<b>Total Credits</b>	<b>65</b>

**NOTES:**

<sup>1</sup>Prerequisite: Eligibility for MTH 085. Students not eligible for MTH 085 must take MTH 075 as a prerequisite to ACC 111.

<sup>2</sup>Eligible for ENG 101.

<sup>3</sup>Prerequisites: CSI 111 and eligibility for MTH 095 or the equivalent of college-level algebra.

- <sup>4</sup>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.
- <sup>5</sup>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.
- <sup>6</sup>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.
- <sup>7</sup>Students transferring under the Transfer Compact at UMass Amherst or any other state college or university must take three (3) Social Science (B) courses.