

Digital Commerce Associate of Applied Science

General Program Information: 410-287-1000 or information@cecil.edu

This program is designed for students seeking initial employment, career advancement, and/or transfer to four-year programs and equips students with basic accounting, marketing, web design, and multimedia skills required to succeed in e-commerce. Students can explore a variety of aspects of the new digital commerce environment, such as: digital marketing analytics, search engine optimization, social media marketing, and 3D Printing. Students will develop the skills and knowledge to create, distribute, manage, promote and price products and services in an online environment.

	<i>General Education Requirements</i>	<i>General Education Code</i>	<i>Credits</i>
ARTS/HUM	Arts and Humanities Elective	H	3
EGL 101	College Composition	E	3
EGL 102	Composition and Literature	H	3
GEN ED	General Education Elective		3
MAT	Math Elective	M	3
SCI	Lab Science Elective	S/SL	4
SOC SCI	Social Science Elective	SS	3
<i>Program Requirements</i>			
BUS 103	Introduction to Business		3
BUS 190 <i>or</i> BUS 212 <i>or</i> SPH 201	Introduction to Entrepreneurship <i>or</i> Principles of Marketing <i>or</i> Social Media Communication		3
VCP 101 <i>or</i> VCP 210	Photography I <i>or</i> Video Production I		4
VCP 116	Digital Imaging I		2
VCP 117	Digital Imaging II		2
VCP 144	Web Design I – Design Fundamentals		3
VCP 244	Web Design II – Development		3
VCP 136 <i>or</i> VCP 118	Multimedia I <i>or</i> Digital Imaging III		4
VCP 279 <i>or</i> VCP 289	Professional Portfolio Production <i>or</i> Internship I		4
<i>Program Electives (Select 10 Credits)</i>			
ACC 101	Accounting I		3
ACC 103	QuickBooks		3
ART 180	Basic Photography	H	3
ART 181	Introduction to Movie Making	H	3
ART 183	Digital Illustration I		4
BUS 131	Principles of Management		3
BUS 216	Organizational Leadership		3
VCP 119	Digital Imaging IV		4
VCP 210	Video Production II		4

Total Credits Required in Program: 60

Program Learning Goals

- Model effective problem-solving as applied to digital commerce problems.
- Utilize industry standard hardware and software to produce content that is appropriate for digital commerce and to record business transactions including sales, receivables, payables, and payroll.
- Solve issues related to the digital commerce marketplace.
- Produce a strong portfolio of work that illustrates marketable digital commerce skills.