

The Campus . . .

Southern Oregon University combines many of the best features of both private and public colleges: small-enrollment classes; teachers who know and work directly with their students; and a faculty and staff fully committed to education, both in and beyond the classroom. In the School of Business we prepare graduates who can write clearly, think critically, work in groups and who are aware of the society issues facing business here and abroad.

The Setting . . .

Nestled at the base of the Siskiyou Mountains in the Rogue Valley of Southern Oregon, SOU is surrounded by forests, mountains, lakes, and rivers providing a spectacular setting for outdoor sports such as hiking, rafting and skiing. In addition, the University and community are focal points of cultural activity gaining national recognition for the Oregon Shakespeare Festival and the Britt Music Festival.

Contact the Program Coordinator . . .

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Certificate in Interactive Marketing and E-Commerce

2012-2013 Catalog

Southern Oregon
University
School of Business

Certificate in Interactive Marketing and e-Commerce

The course requirements for the Certificate in Interactive Marketing and E-Commerce are designed to equip students with the necessary marketing, computer technology, design, and multimedia skills to succeed in Internet marketing and e-commerce. Graduates of the certificate program possess the technical skills to work with information technology and Web technology groups in business, government, and educational settings. The certificate program is open to both current and post-baccalaureate students.

The Certificate in Interactive Marketing and E-Commerce requires completion of 32 credits, consisting of six required courses and 8 elective credits. Transfer courses require Advisor's approval. All courses taken for the certificate must be completed with a grade of C or better. Students must maintain a minimum 2.5 GPA in all certificate courses.

Program Prerequisites

BA 131 Business Computer Applications	4
Mth 243 Elementary Statistics	4
BA 330 Principles of Marketing	4
CS 200 Computer Science I	4

Core Requirements (24 credits)

BA 384 Advanced Business Apps of Databases	4
<u>or</u> CS 360 Databases	4
BA 435/535 Direct Marketing	4
BA 436/536 Internet Marketing and E-commerce	4
CS 257 Computer Science II.....	4
<u>or</u> CS 295 Web Development II	4
EMDA 201 Emerging Media & Digital Arts	2
EMDA 201L Emerging Media & Digital Arts Lab	2
ART 351 Digital Interactive Studio	4

Note: Students who have started taking courses for this certificate using course requirements from a previous catalog should see the certificate advisor.

Electives (8 credits)

BA/CS 407 Seminar ¹	4
BA 409 Practicum ^{1,2}	4
BA 428 Applied Business Research ^{1,2}	4
BA 499 Business Planning ^{1,2}	4
ART 337 Web Design	4
ART 352 Digital Animation Studio	4
CS 380 Visual Basic	4
CS 432 Client-Server ²	4
CS 433 Corporate Web Development ²	4
EMDA 350 Projects in Digital Media	4
ART 450 Special Projects in Digital Media ¹	

¹Must be in a related area and approved in advance by the certificate advisor.

²These courses have one or more prerequisites that are not included in the certificate curriculum, but are included in corresponding major or minor requirements.