

OHIO BOARD OF REGENTS

Agenda Item 3.4 Cincinnati State Technical and Community College,
Associate of Applied Business degree in E-Commerce
Marketing

RESOLUTION

BE IT RESOLVED: upon the recommendation of the Chancellor and with the concurrence of the Initiatives Committee of the Ohio Board of Regents that the following new degree program is approved:

Cincinnati State Technical and Community College
Associate of Applied Business degree in E-Commerce Marketing

BACKGROUND

CINCINNATI STATE TECHNICAL AND COMMUNITY COLLEGE

Associate of Applied Business degree in E-Commerce Marketing

The ability to use the Internet to conduct business has become a more integral part of the economy than ever before as it creates new jobs and increases the productivity of companies in Ohio and globally. The use of the Internet as a marketing resource continues to impact the way individuals and companies conduct business. E-Commerce marketing capitalizes on the Internet to conduct market research, aid product development, develop strategies and methods to persuade consumers to buy, conduct and analyze customer satisfaction.

Students enrolled in this program will acquire the technical and professional skills needed to set-up, operate, maintain and troubleshoot e-commerce marketing operations, understand the global implications of e-commerce on all business systems, be able to organize, evaluate and maintain computer information, and understand the implications of business law, ethics and regulatory issues affecting e-commerce.

The college is working with area high schools and vocational education centers to establish E-commerce Marketing Tech Prep Programs that will encourage students to enroll in the E-Commerce Associate Degree Program. Currently, Tech Prep Articulation agreements are being developed with Great Oaks Institute of Technology and Career Development, Warren County Career Center, Washington Senior High School and others.

Graduates with E-commerce marketing skills will find career opportunities such as E-commerce Project Managers, Internet Marketing Directors, On-Line Marketing Specialists, Tech Support Specialists, Search Engine Managers, and others.