



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 effectively in groups and who are aware of the societal 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.

Program Coordinator

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Certificate in Interactive Marketing and E-Commerce
School of Business
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CMEC

Certificate in Interactive Marketing and E-Commerce

2019-20 CATALOG



Certificate in Interactive Marketing and E-Commerce

Course Requirements

The course requirements for the **Certificate in Interactive Marketing and E-Commerce** are designed to equip students with the necessary marketing, computer technology, social media, 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 undergraduate, graduate, and post-baccalaureate students. To be awarded this certificate, students must meet CIMEC program requirements and requirements for a BA or BS degree at SOU (or the transfer equivalent).

The Certificate in Interactive Marketing and E-Commerce requires completion of 32 credits, consisting of 24 credit core and 8 elective credits. Transfer courses require an advisor's approval. Students must complete 20 of the final credits of the certificate at SOU. 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.

This certificate gave me the confidence I needed to enter the workplace as a millennial. I am eight months post-graduation and working full time with three of my own clients as a Marketing Coordinator!

— K. BARTLEY

Prerequisites

BA 131 - Business Computer Applications	4
BA 285 - Advanced Business Applications: Excel.	4
MTH 243 - Introduction to Statistical Methods	4
CS 210 - Web Development I	4

Core Requirements (28 credits)

BA 330 - Principles of Marketing	4
BA 384 - Advanced Business Applications: Databases	4
or	
CS 360 - Databases.	4
BA 435 - One-to-One Marketing	4
Or BA 535 - One-to-One Marketing	4
BA 436 - Internet Marketing and E-Commerce	4
Or BA 536 - Internet Marketing and E-Commerce	4
COMM 323 - Strategic Social Media	4
Or EMDA 323 - Strategic Social Media.	4
CS 200 - Introduction to Computer Science	4
Or CS 256 - Computer Science I.	4

Pick one of the following:

EMDA 201 - Digital Image Foundations	2
And EMDA 201R - Digital Image Foundations - Recitation	2
Or EMDA 202 - Digital Video Foundations.	2
And EMDA 202R - Digital Video Foundations - Recitation	2
Or EMDA 203 - Digital Interactive Foundations.	2
And EMDA 203R - Digital Interactive Foundations - Recitation	2
Or EMDA 204 - Digital Audio Foundations	2
And EMDA 204R - Digital Audio Foundations - Recitation	2

Or EMDA 461 - Programming for Artists	1-4
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Electives (8 credits)

BA 407 - Seminar*.	1-12
Or CS 407 - Seminar*.	1-4
BA 409 - Internship (for BA/BS Majors)* **	1-12
BA 450 - Using GIS in Business	4
COMM 206 - Multimedia Writing	4
COMM 214 - Mobile Image Making	4
COMM 424 - Creative Entrepreneurship.	4
CS 257 - Computer Science II	4
CS 295 - Web Development II.	4
CS 380 - .Net Development.	4
CS 433 - Corporate Web Development**.	4
EMDA 331 - The Art of Data.	1-4
EMDA 340 - Responsive Web Design.	1-4
EMDA 344 - Multimedia Image Production	4
EMDA 350 - Projects in Digital Media	1-4
EMDA 401 - Research in Digital Media*	1-4

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

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