













Web Content Developer Concentration (9251)

Associate of Applied Business Degree

This program provides students with skills necessary to understand, use, and develop Internet services/tools and resources including web design techniques. In addition, the program will help students become web developers/designers who are responsible for the look and technical aspects of a website. Students will create content-rich sites that use various forms of media as well as basic interactive programming techniques. Projects will emphasize business, home-office, and personal applications. According to the U.S. Bureau of Labor Statistics, the Job Outlook for web developers and digital designers is projected to grow 23 percent from 2021 to 2031, much faster than the average for all occupations.

NOTE: Students planning to transfer to a four-year college are encouraged to take ENGL 1120 English Composition II in addition to the following requirements.


Course	Title	Credit Hours
First Semester		
ENGL 1110 or ENGL 1111	English Composition I (A) ¹ or English Composition I (B)	3
FYEX 1000	First Year Experience	1
ITIS 1005 or ITIS 1007	Computer Essentials or Principles of Information Technology and Computer Science	3
ITCS 1010	Programming Logic 	3
ITCS 1011	History of Computing 	2
ITIS 1102	Internet: Services, Tools, and Web Page Design 	3
Credit Hours		15
Second Semester		
BUSM 1300	Introduction to Business	3
ECON 2600	Principles of Microeconomics	3
GRDS 1800	Introduction to User Experience Design 	3
ITCS 1105	Web Programming I 	3
ITCS 1820	Java Programming I 	3
Credit Hours		15
Third Semester		
BUSM 2500	Principles of Marketing	3
ITCS 2120	JavaScript Programming I 	3
ITDB 1401	SQL Programming and Database Design 	3
ITIS 1108	Using an HTML Editor 	2
PHOT 2300	Introduction to Digital Photo Imaging 	3
Select course(s) from the Natural Sciences Electives list		3
Credit Hours		17
Fourth Semester		
BUSM 2400	Business Communication	3
BUSM 2550	Direct and Internet Marketing ²	3
ITIS 1008	Ethics in Information Technology 	1
ITIS 2890	Information Technology and Computer Science Capstone 	2
MATH 1600	Survey of College Mathematics ³	3
Select course(s) from the Arts and Humanities Electives list		3
Credit Hours		15
Total Credit Hours		62

¹ English course selection is based on placement test results (ENGL 1111 English Composition I (B) is 4 credits, only 3 credits apply to the degree).

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2 Students may substitute BUSM 2520 Marketing of Services or BUSM 2530 Advertising for BUSM 2550 Direct and Internet Marketing.

3 Students planning to transfer to a four-year college should take a sequence of math as advised by their counselor.

 This course is designated as a technical course in the program. Students must earn a "C" grade or higher in the course to fulfill the college's graduation requirements policy.

Electives

Course	Title	Credit Hours
Natural Sciences		
CHEM 1050	Chemistry in the Everyday World	3
PSCI 1300	Earth Science	3
PSCI 1400	Introduction to Meteorology	3
Any other Natural Sciences laboratory course included in the Ohio Transfer 36		
Arts and Humanities		
ARTS 1120	Art Appreciation	3
ARTS 2220	Survey of Art I	3
ARTS 2230	Survey of Art II	3
ENGL 2250	Survey of American Literature I	3
ENGL 2260	Survey of American Literature II	3
ENGL 2280	Survey of British Literature I	3
ENGL 2290	Survey of British Literature II	3
HUMX 1100	Introduction to Humanities	3
HUMX 1200	The American Experience in the Arts	3
MUSC 1200	Music Appreciation	3
MUSC 1215	World Music	3
MUSC 1800	Popular Music: Rock, Jazz, Country, and Hip-Hop	3
MUSC 2200	Music History and Literature I	3
MUSC 2250	Music History and Literature II	3
PHIL 1500	Introduction to Philosophy	3
PHIL 2000	Comparative Religion	3
PHOT 1000	History of Photography	3