eBusiness Strategist

TECHNICAL DIPLOMA  Program Code: 30-135-3  |  Oak Creek Campus
(Also offered online)

With instruction in marketing and interactive media, this program prepares you for positions in e-business enterprises. Ideal for students interested in the marketing opportunities created by new technology, coursework includes website development, social media marketing and business management. Students can take the program’s courses online or on campus.

Career Outlook
The rapid growth of internet-enabled devices has led to an increased demand for employees with skills in web development and social media marketing.

Workplace Competencies
Employers will expect graduates to:
• Understand business models underlying electronic commerce
• Analyze web traffic/SEO
• Design and publish a web page
• Create and use relational databases
• Conduct cross-browser compatibility testing

Admission Requirements
• A high school diploma or GED
• Demonstration of basic skills through a course placement assessment
• Typing skills are highly recommended

The credits earned in this diploma can be applied to completing the eBusiness Technology Analyst associate degree.

Start dates: August and January
**eBusiness Strategist Curriculum**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>EBUS-174</td>
<td>Business Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>EBUS-118</td>
<td>Social Media Technologies</td>
<td>3</td>
</tr>
<tr>
<td>(or) ITSOC-120 Social Media for Business</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VICOM-150</td>
<td>Introduction to Digital Media</td>
<td>3</td>
</tr>
<tr>
<td>BADM-134</td>
<td>Business Organization and Management</td>
<td>3</td>
</tr>
<tr>
<td>(or) MKTG-102 Marketing Principles</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EBUS-165</td>
<td>Web and Social Media Marketing</td>
<td>3</td>
</tr>
<tr>
<td>VICOM-128</td>
<td>Web Development with HTML/CSS</td>
<td>3</td>
</tr>
<tr>
<td>VICOM-123</td>
<td>Website Development ‡</td>
<td>3</td>
</tr>
<tr>
<td>VICOM-126</td>
<td>Mobile Web Development ‡</td>
<td>3</td>
</tr>
</tbody>
</table>

**TOTAL CREDITS: 24**

‡ Prerequisite required.
Program curriculum requirements are subject to change.

For complete information, go to matc.edu/business/index.cfm

To apply for financial aid, visit www.fafsa.ed.gov

School Code: 003866

**Possible Careers**

- eBusiness Marketing Manager
- eCommerce Marketing Manager
- Social Media Strategist
- Web Designer
- Web Developer

**Related Programs**

- eBusiness Technology Analyst
- Interactive Media
- IT Mobile Application Developer
- Marketing Management
- Mobile Application Designer
- Social Media Strategist
- Web Designer

MATC is an Affirmative Action/Equal Opportunity Institution and complies with all requirements of the Americans With Disabilities Act. MATC is accredited by the Higher Learning Commission, Commission on Institutions of Higher Education, the national standard in accrediting colleges and schools for distinction in academics and student services. REV 2015/16

For more information:
matc.edu or 414-297-MATC
Wisconsin Relay System 711

**Downtown**
**Milwaukee Campus**
700 West State Street

**Mequon Campus**
5555 West Highland Road

**Oak Creek Campus**
6665 South Howell Avenue

**West Allis Campus**
1200 South 71st Street