

Web Development for Business

The skills required for an ever-changing integrated working environment - a truly 21st century degree!

Careers in the web field have changed dramatically in the past 10 years. Websites are no longer created by individual designers. Commercial sites have become a collaboration between business development, marketing, database programmers and contractors hired for niche services such as SEO or social media. Websites are a vital part of any business' strategy. Many offices facing budget problems have cut staff, often requiring their web person perform a complex mix of tasks they were not trained to do.

These functions often include:

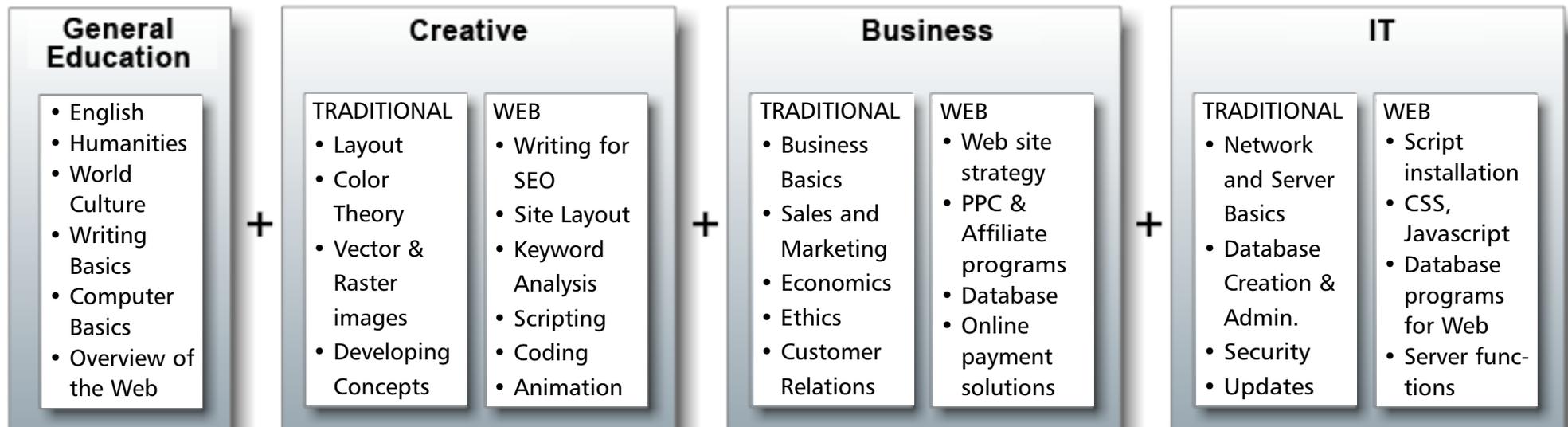
- Marketing new products/services on a company website
- Adding or altering complex applications
- Creating promotional content (writing, editing, graphics, photography)
- Troubleshooting browser or server issues
- Keeping up with new code requirements, new apps, new functions.

a web/creative component. most web programs are part of an IT degree and never touch on business, marketing or management. A business-tech hybrid would be in high demand, and a program offering this mix of skills would set a new standard for hiring web professionals.

A degree program that combines these skills is needed. I have not found business programs with

This is a BA that includes business development, marketing, writing, image editing, basic coding, server troubleshooting... skills required for an integrated working environment that is ever changing, for a 21st century degree!

Combining current courses and integrating subject-specific classes, this curriculum would allow 3 areas of concentration.



• **Creative**

This concentration prepares students for agency or in-house web departments with an emphasis on writing & editing (with SEO principles), interface design and webinar production, video and animation, layout, graphics and typography.

• **Business**

The business concentration will probably be the most practical and logical one. The student will combine marketing strategy and analysis with the capabilities of web technology. Developing new revenue streams, creating lead generation programs, and innovative types of marketing relationships makes this great for the entrepreneur.

• **Technology**

This concentration is for the student who plans to develop database-driven applications, content management systems, adapt legacy programs for use on the web. Unlike most IT programs, students will understand design principles and business needs. Basic server functions, browser issues, and security threats are also addressed.