

## Villa Maria Course Descriptions

### **BUS 107 Intro. to Business Technology 3 credits**

A comprehensive, hands-on introduction to industry-standard Microsoft application software for developing electronic spreadsheets, database, reports, graphics and presentations. Designed specifically for non-computer majors, the course provides an overview of computer operations, terminology, and the usage of applications software to solve problems, make decisions and present information. (Cycled)

### **BUS 334 Search Engine Marketing 3 credits**

Search engine marketing (SEM) has become an increasingly popular method of lead generation for businesses of all sizes. This course provides students with an understanding of search engine optimization (SEO) and pay-per-click advertising (PPC), search engine marketing strategies and tactics. Emphasis is placed on building local and regional search engine marketing campaigns. Students receive hands-on experience with on-site tactics and results tracking. Connections will also be made to the intricacies of large-scale national and international SEO and PPC performed by major corporations. (Cycled)

### **ENG 261 Advanced Comp 3 credits**

Advanced Composition and Research builds off the foundational writing and communication skills students learned in English 103: English Composition II, but focuses more specifically on information literacy—finding, evaluating, and incorporating research into student writing. Students will learn how to conduct extensive research, using library and Internet resources; think critically about and evaluate the appropriateness of the research they find, depending on their purpose and audience; and use sources for writing in a variety of rhetorical modes, complying with MLA guidelines regarding academic honesty and correct documentation. Special emphasis will be placed on argumentative writing. Writing intensive course. Prerequisite: ENG 103. [ENG 103 = English Composition II]

### **MUI 360 Live Recording Techniques 3 credits**

This course will prepare students to make high-quality recordings using live music scenarios. Emphasis will be placed on microphone techniques, professional etiquette, and recording procedures used in contemporary musical ensembles. Final projects are completed at end of semester college musical recitals. (Spring)

### **PHI 350 Medical Ethics 3 credits**

Modern medicine and health care have created new human, ethical, and religious dilemmas. This course will explore a number of medical ethical issues and dilemmas such as end-of-life decisions, defining the concept of death, ordinary and extraordinary means of treatment, abortion, stem cell research, genetic screening, human cloning, informed consent, confidentiality, truth-telling, withholding and withdrawing treatment, and the distribution of scarce medical resources, in the light of major normative ethical theories and principles.

### **PSY 203 Developmental Psychology 3 credits**

An overview of the process of human development from conception through old age: basic concepts, contemporary theories, physical, emotional and cognitive growth, the socialization

processes of children and adolescents, and personal, social, vocational and family adjustments of the adult. (Spring)