

DIGITAL MARKETING



Associate of Applied Science Degree
10-104-8

The Digital Marketing program explores aspects of the digital marketing age, including topics such as digital marketing analytics, SEO, social media marketing, mobile marketing and promotional design. When you complete the Digital Marketing program you will have a richer understanding of the foundations of the digital marketing landscape and acquire a set of skills, concepts, and tools to help you digitally create, distribute, and promote products and services.

Throughout this program, you will gain digital marketing skills including:

- Mobile Marketing Strategies
- Social Media Campaigns
- Audio/Video Recording and Editing
- Digital Design Concepts
- Search Engine Optimization (SEO)
- Google Analytics
- Responsive Web Design
- Basic Coding for Marketers
- Policies, Laws, and Ethics
- Adobe Photoshop, Illustrator, InDesign, Premiere, Dreamweaver, and Muse

Program Outcomes

Upon successful completion of this program, students will be able to:

- a. Develop digital marketing strategies to anticipate and satisfy market needs
- b. Create digital marketing content for products, services, images, and ideas
- c. Integrate tools and technology for digital marketing initiative
- d. Analyze the effectiveness of marketing outcomes

Graduates Have Found Employment As

Graduates have found employment as:

- Marketing Assistant
- Marketing Specialist
- Sales/Marketing Representative
- Account Manager
- Social Media Specialist
- Email Marketing Processor

Semester 1		Credits
102-148	Introduction to Business and Management	3
103-132	Intro to Adobe Illustrator	1
103-133	Intro to Photoshop - Designing and Editing	1
104-102	Marketing Principles	3
103-128	Introduction to Microsoft Office Suites	2
152-195	Markup Basics 1	1
152-197	Design Basics for Front-end Development 1	1
152-215	Content Management Systems 1	1
203-130	Intro to Video - Capture and Edit	1
203-131	Intro to Digital Photography & Color	1
Credits		15

Semester 2		
103-107	Intermediate Excel	2
103-134	Intro to InDesign & Layout	1
104-124	Advertising and Branding	3
104-150	Integrated Marketing Communications	3

104-151	Intro to e-Commerce	1
201-114	Typography	1
801-136	English Composition 1	3
804-134 or 804-118	Mathematical Reasoning or Intermediate Algebra with Applications	3-4
Credits		17-18
Semester 3		
101-111	Accounting I	4
104-104	Selling Principles	3
104-152	Marketing Research	2
104-156	Social Media Marketing	2
152-218	Search Engine Optimization	1
201-121	Intro to Graphic Design	2
801-198	Speech	3
Credits		17
Semester 4		
102-155	Introduction to Project Management	3
104-137 or 104-162	Digital Marketing Internship or Marketing Portfolio	1
104-153	Marketing Plan Development	2
104-155	Marketing Analytics	2
201-122	Advanced Graphic Design	2
809-198	Introduction to Psychology	3
809-143 or 809-122	Microeconomics or Intro to American Government	3
Credits		16
Total Credits		65-66

General Education Courses Within Program

Code	Title	Credits
801-136	English Composition 1	3
801-198	Speech	3
804-134 or 804-118	Mathematical Reasoning Intermediate Algebra with Applications	3-4
809-143 or 809-122	Microeconomics Intro to American Government	3
809-198	Introduction to Psychology	3