

# Degree & Certificate Requirements

## Digital Marketing Associate in Applied Science - Transfer (AAS-T)

### PROFESSIONAL TECHNICAL 2024-2025 Degree Requirements

#### Major Courses

Course Number	Course Title	Credits	Qtr. Completed	Comments / Substitution
BUS 265	Marketing Principles [RE]	5		
MRKT 102	Introduction to Digital Marketing [RE]	5		
MRKT 103	Social Media Strategy [RE]	5		
MRKT 104	Search Engine Strategy [RE]	5		
MRKT 150	Advertising [RE]	5		
MRKT 241	Measurement and Analytics [RE]	5		
MRKT 251	Market Research [RE]	5		
MRKT 261	Online Video & TV Strategy [RE]	5		
MRKT 271	Relationship Marketing [RE]	5		
<b>Select 5 credits from the following:</b>				
BUS 190	Collegiate DECA [RE]	5		
CS 245	Webpage Authoring Essentials [RE]	5		
<b>Subtotal</b>		<b>50</b>		

#### Major Support

Course Number	Course Title	Credits	Qtr. Completed	Comments / Substitution
BUS 222	Advanced Microsoft Excel [RE]	5		
CS 101	Intro to Computers & Information Technology	5		
<b>Subtotal</b>		<b>10</b>		

#### General Education

Course Number	Course Title	Credits	Qtr. Completed	Comments / Substitution
ENGL& 101	English Composition I [C]	5		
<b>Select 5 credits from the following:</b>				
ENGL& 102	Composition II [C]	5		
ENGL& 235	Technical Writing [C]	5		
<b>Mathematics* - select 5 credits from the following:</b>				
MATH& 107+	MATH& 107 or higher	5		
<b>Social and Behavioral Sciences - select 10 credits from the following:</b>				
BUS& 101	Introduction to Business [S/B]	5		
<b>Select 5 credits from the following:</b>				
ECON& 201	Micro Economics [S/B]	5		
ECON& 202	Macro Economics [S/B]	5		
<b>Natural Science with Lab* - select 5 credits</b>				
		5		
<b>Subtotal</b>		<b>30</b>		
<b>Total Credits Required</b>		<b>90</b>		

\* Mathematics and Natural Science w/ Lab courses must be chosen from the distribution list.