

Degree & Certificate Requirements

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

PROFESSIONAL TECHNICAL 2023-2024 Degree Requirements

Major Courses

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

Major Support

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

General Education

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

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