

## 2016 – 18 Digital Marketing AAS 60 cr Online

1<sup>st</sup> Fall

COURSE #	COURSE NAME	LEC / LAB / OJT	CREDITS
ACCT 1100	Prin of Bookkeeping	3/0/0	3 credits
CPTR 1500	Intro Web Concepts	2/1/0	3 credits
MKTG 2200	Prin of Marketing	3/0/0	3 credits
MKTG 2201	Prin of Sales	3/0/0	3 credits
SPCH 1101	Intro to Public Speaking	3/0/0	3 credits
<b>TOTAL SEMESTER CREDITS:</b>			<b>15 credits</b>

1<sup>st</sup> Spring

COURSE #	COURSE NAME	LEC / LAB / OJT	CREDITS
BUSN 2218	Legal Environment Busn	3/0/0	3 credits
ENGL 1111	Composition I	3/0/0	3 credits
MKTG 1108	Customer Relations Mgmt	3/0/0	3 credits
MKTG 2410	Social Media Marketing	3/0/0	3 credits
SOCI 1101	Intro to Sociology	3/0/0	3 credits
<b>TOTAL SEMESTER CREDITS:</b>			<b>15 credits</b>

2<sup>nd</sup> Fall

COURSE #	COURSE NAME	LEC / LAB / OJT	CREDITS
BUSN 2210	Prin of Management	3/0/0	3 credits
MKTG 2306	Small Business Mgmt	2/1/0	3 credits
MKTG 2430	Digital Marketing I	3/0/0	3 credits
	G5: History/Social Elec ( *See Elective Options Listed Below )		3 credits
	MN Transfer Elective		3 credits
<b>TOTAL SEMESTER CREDITS:</b>			<b>15 credits</b>

2<sup>nd</sup> Spring

COURSE #	COURSE NAME	LEC / LAB / OJT	CREDITS
MKTG 2116	Advertising	3/0/0	3 credits
MKTG 2300	Marketing Research	3/0/0	3 credits
MKTG 2320	Marketing Management	2/1/0	3 credits
MKTG 2450	Digital Marketing II	3/0/0	3 credits
	Technical Elective		3 credits
<b>TOTAL SEMESTER CREDITS:</b>			<b>15 credits</b>

### **Program Specific Elective Course Options**

- Electives for this program may be selected from the following list of courses below. Need help? [Schedule an appointment with a Northland Academic Advisor](#) for assistance in selecting courses.

<b>COURSE #</b>	<b>COURSE NAME</b>	<b>CREDITS</b>
ACCT 1124	<a href="#">Spreadsheet Concepts</a>	3 credits
ADMS 1114	<a href="#">Desktop Pub/Pres Graph</a>	3 credits
ADMS 1116	<a href="#">Business Communications</a>	3 credits
MKTG 2120	<a href="#">Supervisory Leadership</a>	3 credits
MKTG 2205	<a href="#">Prin of Retailing</a>	3 credits
MKTG 2304	<a href="#">Applied Sales Techniques</a>	3 credits
MKTG 2900	<a href="#">Internship I</a>	3 credits
<b>G5: History/Social Science Electives</b>		
ECON 2201	<a href="#">Microeconomics</a>	3 credits
ECON 2202	<a href="#">Macroeconomics</a>	3 credits