

2018 – 19 Digital Marketing AAS 60 cr Online

1st Fall Semester

COURSE #	COURSE NAME	LEC / LAB / OJT	CREDITS
CPTR 1104	Intro to Computer Tech	3/0/0	3 credits
CPTR 1500	Intro Web Concepts	2/1/0	3 credits
MKTG 1108	Customer Relations Mgmt	3/0/0	3 credits
SOCI 1101	Intro to Sociology	3/0/0	3 credits
SPCH 1101	Intro to Public Speaking	3/0/0	3 credits
TOTAL SEMESTER CREDITS:			15 credits

1st Spring Semester

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 2200	Prin of Marketing	3/0/0	3 credits
MKTG 2201	Prin of Sales	3/0/0	3 credits
MKTG 2410	Social Media Marketing	3/0/0	3 credits
TOTAL SEMESTER CREDITS:			15 credits

2nd Fall Semester

COURSE #	COURSE NAME	LEC / LAB / OJT	CREDITS
BUSN 2210	Prin of Management	3/0/0	3 credits
MKTG 2116	Advertising	3/0/0	3 credits
MKTG 2320	Marketing Management	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
TOTAL SEMESTER CREDITS:			15 credits

2nd Spring Semester

COURSE #	COURSE NAME	LEC / LAB / OJT	CREDITS
MKTG 2300	Marketing Research	3/0/0	3 credits
MKTG 2306	Small Business Mgmt	2/1/0	3 credits
MKTG 2450	Digital Marketing II	3/0/0	3 credits
	MN Transfer Elective		3 credits
	Program Electives		3 credits
TOTAL SEMESTER CREDITS:			15 credits

Program Specific Course Electives

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