

# DIGITAL MARKETING

## ASSOCIATE OF APPLIED SCIENCE (AAS) - 60 CREDITS

### Program Plan — "Digital Marketing"

Locations: Online

#### 1st Fall Term (15 credits)

##### Courses

Course	Crds
ACCT2211 - Financial Accounting I .....	3
BUS1100 - Business Computers .....	3
BUS1141 - Introduction to Business .....	3
BUS2206 - Principles of Marketing .....	3
DMKT2200 - Introduction to Digital Marketing .....	3

#### 1st Spring Term (15 credits)

##### Courses

Course	Crds
BUS2204 - Principles of Management .....	3
DMKT2210 - Social Media Marketing .....	3
DMKT2300 - Content Marketing .....	3
ENGL1101 - College Writing .....	3

##### 3 credits in one or more of the following:

COMM1120 - Introduction to Public Speaking .....	3
COMM1130 - Small Group Communication .....	3
COMM1140 - Interpersonal Communication .....	3

#### 2nd Fall Term (15 credits)

##### Courses

Course	Crds
DMKT2310 - Digital Marketing UX Design .....	3
DMKT2320 - Search Engine Marketing .....	3
DMKT2330 - Email and MMS Marketing .....	3
MKTG2000 - Integrated Marketing Communications .....	3

##### 3 credits in one or more of the following:

General Education w/MnTC Goals

#### 2nd Spring Term (15 credits)

##### Courses

Course	Crds
DMKT2400 - Digital Marketing Analytics .....	3
DMKT2410 - Digital Marketing Capstone .....	3

##### 3 credits in one or more of the following:

ECON2210 - Macroeconomics .....	3
ECON2222 - Microeconomics .....	3

##### 3 credits in one or more of the following:

Course Subject: BUS  
Course Subject: GDTC  
Course Subject: MGMT  
Course Subject: MKTG  
Course Subject: SOMM

**3 credits in one or more of the following:**

General Education w/MnTC Goals

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