

DIGITAL MARKETING

ASSOCIATE OF APPLIED SCIENCE (AAS) - 60 CREDITS

Program Plan — "Digital Marketing"

Locations: Moorhead, Online

1st Fall Term (15 credits)

Courses

Course	Crds
BUS1100 - Business Computers	3
BUS1141 - Introduction to Business	3
BUS2206 - Principles of Marketing	3
ENGL1101 - College Writing	3
MKTG1114 - Customer Experience	3

1st Spring Term (15 credits)

Courses

Course	Crds
BUS2204 - Principles of Management	3
DMKT2200 - Introduction to Digital Marketing	3
DMKT2210 - Social Media Marketing	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

3 credits in one or more of the following:

General Education w/MnTC Goals

2nd Fall Term (15 credits)

Courses

Course	Crds
DMKT2300 - Content Marketing	3
DMKT2310 - Digital Marketing UX Design	3
DMKT2320 - Search Engine Marketing	3
DMKT2330 - Email and MMS Marketing	3
MKTG2000 - Integrated Marketing Communications	3

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

