DIGITAL MARKETING

ASSOCIATE OF APPLIED SCIENCE (AAS) – 60 CREDITS

About this program

This program develops proficiency in the dynamic and rapidly growing field of digital marketing. Knowledge and skills in this field are in high demand as companies create marketing strategies through digital channels including search engines, websites, social media, email and mobile applications. This program provides a solid foundation in marketing and business, while teaching the strategies and techniques to succeed in a digital marketing career. Work environment/job skills: Digital marketers are involved in the creation, delivery and measurement of digital marketing campaigns through search engine optimization, paid search, social media, online advertising and email campaigns in order to drive engagement and customer conversion. Successful digital marketing practitioners have a strong aptitude for marketing and a deep passion for digital and social media, which drives them to continually seek out the latest technology, social platform or mobile app. Digital marketers need to be self-motivated, detail-oriented, problem solvers and analytical thinkers who thrive in a collaborative, diverse work environment. Other core competencies include strong verbal, writing, grammar and presentation skills to effectively communicate across all media platforms and with company stakeholders. They are also expected to effectively manage multiple projects in a fast-paced work environment.

Program outcomes

1. Demonstrate knowledge of the core concepts of marketing, management and sales.
2. Understand the digital marketing disciplines of search engine optimization (SEO) and marketing, social media marketing, pay-per-click (PPC), conversion rate optimization, web and digital analytics, content marketing, and mobile and email strategies.
3. Create digital marketing strategies that align with overall business goals.
4. Demonstrate an understanding of the customer experience in making decisions.
5. Create webpage and social media content that authentically engages customers and encourages influencers.
6. Identify webpage design elements and content management that exemplify the brand and improve traffic and customer conversion rates.
7. Develop SEO practices including on-page, off-page, user intent, keyword search and link building to improve the quantity and quality of visitors to a website.
8. Develop a comprehensive and unified marketing strategy across social media platforms that improves key performance indicators (KPIs).
9. Analyze KPIs, metrics and web analytic tools to measure the success of a digital marketing campaign.
10. Demonstrate the ability to effectively work with people individually and in teams to achieve goals.
11. Demonstrate proficiency in communication by writing and presenting digital marketing information.
12. Demonstrate effective use of technology to research, analyze and collaborate in a digital economy.

Curriculum overview

Crds	Requirement type
45	Required courses
6	Restricted electives in courses

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Crds	Requirement type
3	Restricted electives in subjects
6	Restricted electives in course types
60	**Total**

Developmental courses note: A student may be required to enroll in developmental courses in reading, writing and math. A student's scores on the Accuplacer assessment will determine enrollment in developmental courses. The purpose of developmental courses is to prepare students for the demands of a college-level curriculum. *Credits may vary.*

Accreditation: Minnesota State Community and Technical College is accredited by the Higher Learning Commission, a regional accreditation agency recognized by the U.S. Department of Education. The Higher Learning Commission 230 South LaSalle Street, Suite 7-500 Chicago, IL 60604-1411 http://www.ncahigherlearningcommission.org Phone: 312.263.0456 / 800.621.7440

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Curriculum requirement details

Required courses

Course	Crds
ACCT2211 - Financial Accounting I	3
BUS1100 - Business Computers	3
BUS1141 - Introduction to Business	3
BUS2204 - Principles of Management	3
BUS2206 - Principles of Marketing	3
DMKT2200 - Introduction to Digital Marketing	3
DMKT2210 - Social Media Marketing	3
DMKT2300 - Content Marketing	3
DMKT2310 - Digital Marketing UX Design	3
DMKT2320 - Search Engine Marketing	3
DMKT2330 - Email and MMS Marketing	3
DMKT2400 - Digital Marketing Analytics	3
DMKT2410 - Digital Marketing Capstone	3
ENGL1101 - College Writing	3
MKTG2000 - Integrated Marketing Communications	3

Other requirements or restricted electives

3 credits from one or more of these Courses:

Course title	Credits
ECON2210 - Macroeconomics	3
ECON2222 - Microeconomics	3

3 credits from one or more of these Courses:

Course title	Credits
COMM1120 - Introduction to Public Speaking	3
COMM1130 - Small Group Communication	3
COMM1140 - Interpersonal Communication	3

3 credits from one or more of these Subjects:

- BUS
- GDTC
- MGMT
- MKTG
- SOMM

6 credits from these Course Types:

- General Education w/MnTC Goals

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Course summaries

ACCT2211 - Financial Accounting I ..... ***(3 credits)***
This course introduces students to the content and concepts underlying financial statements. Course content includes study of the accounting model, financial statements, merchandise accounting, internal controls and accounting for assets. The course will focus on using accounting information for decision making.

BUS1100 - Business Computers ..... ***(3 credits)***
Students will utilize business computer software applications including word processing, spreadsheets, databases and presentation software to solve business problems, emphasizing professional design and organization. Additional topics include basic computer hardware, computer security and ethics, privacy concerns and professional communication standards.

BUS1141 - Introduction to Business ..... ***(3 credits)***
This course offers a broad overview of the business world for both business and non-business majors. It is an introduction to the business environment, business ownership, management, marketing, technology and information, human resources, accounting and legal studies. This course introduces students to the concepts and knowledge of key business functions within the context of the global economy. This class will provide a foundation for other business courses and help students discover their career path while learning the fundamentals of business.

BUS2204 - Principles of Management ..... ***(3 credits)***
This course examines the historical and philosophical foundations of management as well as current theory and practices. Managerial decisions as a planner, organizer, motivator, controller and leader of a diverse workforce in a competitive environment are identified and evaluated. The course is a study of the basic principles of business management, including the functional, scientific, behavioral and systems approaches along with the role of projects in contemporary organizations. Current literature, concepts, models and applications may be included as well as the use of case studies.

BUS2206 - Principles of Marketing ..... ***(3 credits)***
This course examines the business function of marketing and will enhance students' decision-making skills in a global market. The course focuses on how marketers create value by satisfying customer needs and wants by analyzing which target markets the organization can best serve, and the appropriate strategies to serve these markets. This course will also discuss the implications of environmental factors (including the digital environment) that can impact the marketing strategies of a business. Topics include business and consumer markets, branding and product strategies, marketing research, digital marketing concepts, pricing, promotion and supply chain management.

DMKT2200 - Introduction to Digital Marketing ..... ***(3 credits)***
This course provides a broad overview of the digital marketing techniques needed for successful marketing campaigns in a digital economy. Students will gain a fundamental understanding of the digital marketing core principles needed for the 21st century consumer. Topics will include webpage design, analytics, search engine optimization (SEO), pay-per-click, email marketing, social media marketing and mobile marketing. This class prepares students for more advanced digital marketing courses.

DMKT2210 - Social Media Marketing ..... ***(3 credits)***
This course is a study of how organizations use social media to support their marketing strategies through social listening, social analytics and social engagement. Students will learn techniques to create engaging content for social platforms, identify influencers, deliver content to a target audience and measure success by using key performance indicators. Emphasis will be placed on how to leverage social media marketing to build a brand, drive demand, engage buyers and increase revenue.

DMKT2300 - Content Marketing ..... ***(3 credits)***
Content marketing involves planning, creating and distributing relevant and consistent content to a target audience using digital media. Emphasis will be placed on creating visual content to capture and engage an audience for both consumer and business markets.

Prerequisites:

- DMKT2200

DMKT2310 - Digital Marketing UX Design ..... ***(3 credits)***
This course covers the key elements in creating user-friendly, functional and aesthetically pleasing web pages to improve the customer experience. Emphasis will be placed on examining both the topics of user experience design (UX) and user interface design (UI) in the development of web pages for both desktop and mobile devices. Students will apply skills learned by developing web page designs using content management software for a portfolio.

Prerequisites:

- DMKT2200

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DMKT2320 - Search Engine Marketing ..... ***(3 credits)***
This course provides information on both the technical and creative elements to improve search engine optimization (SEO) within a digital marketing strategy. Course content will include search engine techniques to improve performance in search queries through organic and paid web page optimization. Emphasis will be placed on web page design, quality content, keyword search and targeting, link building, local search, data measurement and pay-per-click advertising.

Prerequisites:

- DMKT2200

DMKT2330 - Email and MMS Marketing ..... ***(3 credits)***
This course will cover mobile and email marketing techniques as a part of a multi-channel digital marketing strategy. Mobile marketing strategies are aimed at target audiences through websites, email, multimedia messaging service (MMS), social media and applications. Course content also will include techniques in developing effective email marketing campaigns optimized for mobile devices.

DMKT2400 - Digital Marketing Analytics ..... ***(3 credits)***
Marketing analytics is the collection and measurement of data to make better marketing decisions. In this advanced course, students will take an in-depth look at how to collect, measure and analyze the marketing performance of a digital marketing strategy. Students will develop a hands-on understanding of website, social and digital media analytic software and reporting tools.

Prerequisites:

- DMKT2200

DMKT2410 - Digital Marketing Capstone ..... ***(3 credits)***
This course is designed to provide students an opportunity to integrate and apply the knowledge they have acquired throughout the digital marketing curriculum into a business situation. This is an application course in which students are required to demonstrate the ability to understand and solve complex digital marketing problems. Students will assess an organization's marketing problem or opportunity and create a digital marketing strategy designed to improve the overall performance of the organization.

Prerequisites:

- DMKT2310
- DMKT2320

ENGL1101 - College Writing ..... ***(3 credits)***
Meets MnTC Goal Area 1. This is an introductory writing course designed to prepare students for later college and career writing. The course focuses on developing fluency through a process approach, with particular emphasis on revision. Students will consider purpose and audience, read and discuss writing and further develop their own writing processes through successive revisions to produce polished drafts. Course work will include an introduction to argumentative writing, writing from academic sources and a short research project.

Prerequisites:

- Completion of ELL1080, ENGL0096, or ENGL0097 with a grade of C or higher OR placement into college-level English.

MKTG2000 - Integrated Marketing Communications ..... ***(3 credits)***
This course is an introduction to the field of integrated marketing communications (IMC) and its role in marketing plans. Emphasis is on the converging fields of advertising, public relations, sales promotion, personal selling and digital marketing. This course focuses on the marketing communications strategy that includes consumer insight and research, market segmentation, brand positioning, communication messages and media channels.

Prerequisites:

- BUS2206

ECON2210 - Macroeconomics ..... ***(3 credits)***
This course provides the student with a means to study economic principles as they relate to determinants of national income, national income accounting, business cycles, unemployment, inflation and aggregate expenditures. The course also examines macroeconomic policy and provides information to gain further understanding in the areas of fiscal policy, financial markets, money and banking, monetary policy, international policy and the varying viewpoints that have evolved throughout history, including the Keynesian and Monetarist schools of thought.

ECON2222 - Microeconomics ..... ***(3 credits)***
Microeconomics stresses the concepts of scarcity, production possibilities, supply and demand curves, elastic and inelastic goods and services, competition, monopolies, oligopolies, poverty and income distribution in the United States. In general, microeconomics examines the functioning of individual industries and the behavior of the individual.

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COMM1120 - Introduction to Public Speaking ..... ***(3 credits)***
Meets MnTC Goal Area 1. This course clarifies the process of oral communication, clarifies the basic principles of public speaking and allows the student to increase the application of these principles while both speaking and listening.

COMM1130 - Small Group Communication ..... ***(3 credits)***
Meets MnTC Goal Areas 1 and 2. This course focuses on communication issues in small groups and the importance of small group work in business today. An emphasis will be placed on improving communication skills for successful teamwork, group cohesiveness and the responsibility to group goals and tasks. Students will be provided with opportunities to build their group communication skills through practice.

COMM1140 - Interpersonal Communication ..... ***(3 credits)***
Meets MnTC Goal Area 1. This course will focus on improving students' abilities to communicate effectively in one-to-one dyadic encounters by providing experience-based instruction. Extensive in-class and out-of-class analyses allow the student to examine his/her own and others' informal social interactions. The long-term goal is for the student to apply interpersonal communication theories to daily interactions and draw his/her own conclusions about the effectiveness of interpersonal communication.

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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
ENGL1101 - College Writing	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

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Course Subject: SOMM

3 credits in one or more of the following:

General Education w/MnTC Goals

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