

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
	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



Curriculum requirement details

Required courses

Other requirements or restricted electives



Course summaries



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Program Plan — ""

Locations:

