

# **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

### 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:

## 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

