



# **Associate of Science**

## Emphasis in Digital Marketing

## Program of Study: Associate of Science Emphasis in Digital Marketing

The Associate of Science emphasis in Digital Marketing presents the basics in utilizing digital communication channels such as the Internet, mobile and Short Message Service, as marketing vehicles to attract and retain customers. Students explore how the traditional “Four Ps of Marketing” – product, pricing, promotion and place – apply in the digital realm.

Candidates graduating with the AS in Digital Marketing will:

- Articulate the role of digital marketing as part of a comprehensive marketing effort.
- Outline strategies for effectively employing digital channels in price, product, distribution and promotional considerations.
- Prioritize viable concepts for establishing and/or growing a Web presence based on defined objectives and target audience.
- Apply key tactics and technologies to effectively create and implement a digital marketing Plan and strategy.

### General Education Requirements (27 credit hours)

Course Number	Course Title	Course Description	Credits
ENG 101	Composition (or comparable Composition class)	Provides instruction, guidance, and feedback for the fundamental principles of effective expository writing. Topics include elements of content, organization, writing conventions, and format, applied to areas of the business core program.	3
ENG 103	Business Writing (or comparable Composition class)	Emphasizes audience, tone, development, discourse, and vocabulary appropriate to writing for business purposes. Students employ writing topics applied to areas of the business core program. <i>Prerequisite: ENG101.</i>	3
SPC 101	Business Presentations (or comparable Speech class)	Prepares students to develop and deliver presentations to yield results within informative, persuasive, goodwill, sales, and training venues. The course includes preparing charts and graphs, running productive meetings, and effective public speaking.	3
ECO 201	Macroeconomics (or comparable lower division economics class)	Addresses effects of the national economy on business cycles in regard to growth, inflation, and unemployment. Students consider how these factors are related to micro-level performance.	3
POL 101	U.S Government (or other 100 level or above political science class)	Reviews the structure and functions of the U.S. government and the system of checks and balances with regard to federal power. The course distinguishes the types of authority that are left to the individual states.	3

PSY 101	Psychology (or other 100 level or above psychology class)	Introduces basic theoretical constructs of psychology that explain mental processes and behavior. Students compare various schools of thought regarding perception, cognition, emotion, personality, and interpersonal relationships.	3
PHL 101	Business Ethics (or other 100 level or above class)	Analyzes practical moral dilemmas that arise in business environments and the ethical principles that guide resolution of them. Students examine issues from multiple points of view in order to describe the role of business ethics as reconciling conflicting interests.	3
BIO 101	Environmental Studies I (with lab) (or other 100 level or above physical science class)	Identifies ways in which humans interact with and impact their environment, including natural, constructed, and cultural surroundings. Students consider relationships among these environments that give rise to diverse business and economic circumstances. There is a lab component in this course.	3
MAT 101	Introductory Algebra (or other 100 level or above math or statistics class)	Introduces fundamental algebra concepts. Topics include integers; fractions, decimals, and percentages; algebra notation and symbols; solving equations with roots and powers; linear equations and inequalities; graphing and linear systems; exponents and polynomials; and factoring.	3

**Business Core Requirements (12 credit hours)**

<b>Course Number</b>	<b>Course Title</b>	<b>Course Description</b>	<b>Credits</b>
ACT 201	Accounting I	Covers fundamental accounting concepts and techniques in accordance with Generally Accepted Accounting Principles for ledgers, journals, and the accounting cycle; introduces financial statements. Students conduct major operations for analysis of business transactions.	3
BUS 201	Intro to Environment of Business	Introduces the functional areas and fundamental terminology of business environments. Topics engage students in current small business events through information evaluation and problem solving to better comprehend the business world.	3
FIN 201	Finance I	Surveys major topics in financial management, including the financial environment, financial goals of corporations, the agency problem	3

		between stockholders and top executives, the time value of money, the risk and return relationship, financial statement analysis, financial markets and institutions, and the valuation of securities.	
LAW 201	Legal Environment of Business	Investigates legal aspects of business. Students examine types of law, contracts, and regulatory obligations.	3

Emphasis Area Requirements (12 credit hours)

Course Number	Course Title	Course Description	Credits
DMK 201	Digital Marketing	Examines the role of the Internet in marketing a business today, from product and pricing considerations to new distribution and promotional channels. Introduces the roles of digital media in creating a customer experience and facilitating business sales and advertising. Covers buying behavior of both Business-to-Consumer and Business-to-Business digital relationships. Discusses the steps of marketing planning for the digital realm and related marketing tactics.	3
DMK 203	Media Effectiveness and Measurement	Explores digital marketing methods including Web site development, ecommerce channels, email, social, online advertising and mobile platform communication campaigns. Students compare and contrast these methods with measurement techniques of other non-digital marketing efforts and understand key performance indicators for each channel. Students strategize profit models, cost/benefit analysis, return-on-investment measurement, brand influence, share of voice and consumer sentiment measurement.	3
MKT 203	Personal Selling	Covers psychology, sales knowledge, and communication procedures for establishing effective customer-product/service alignment. Students investigate partner relationships that support entrepreneurship.	3
DMK 299	Digital Marketing Project	Integrates major concepts and skills within the Digital Marketing emphasis. Students explore digital marketing principles in an existing enterprise or establishment. <i>Must be taken as last course in AS digital marketing emphasis or certificate in Digital marketing program</i>	3

Electives (9 credit hours)

Additional credit hours of course work must be selected from across the AS program or transferred to complete the 60 hours of required study.

***Total General Ed. Credits: 27***

***Total Business Core Credits: 12***

***Total Emphasis Area Credits: 12***

***Total Elective Credits: 9***

***Total Associate of Science: Emphasis in Digital Marketing Credits: 60***