

Digital Marketing

Bachelor of Applied Science Degree

STUDENT NAME PROGRAM CHAIR					SID #				
					DATE				
PROGRAM REQUIREMENTS			Requested Substitution/Transfer Credits (if applicable)			Completed			
Course	Course Title	CR	College/University	Cour	se	CR	Grade	Quarter	Year
PREREQUIS	ITE REQUIREMENTS								
Associate de	gree in business or marketing, or equivalent credits	40							
BTS 189	Webpage Authoring Essentials	5							
BUS& 101	Introduction to Business	5							
ENGL& 101	English Composition I	5							
MATH&107	Math in Society (or any other Math class above 107)	5							
MKTG 101	Introduction to Marketing	5							
MKTG 102	Intro to Digital Marketing Platforms	5							
MKTG 234	Advertising I	5							
MKTG 261	Marketing Research I	5							
MKTG 262	Measurement and Analytics	5							
Any Lab-based	Natural Science course	5-6							
TOTAL PREREQUISITE REQUIREMENTS		90-91							
CORE BAS C	OURSEWORK								
ECON 202	Macroeconomics	5							
ENGL 271	Expository Writing I	5							
ENGL 360	Copywriting	5							
HIST 363	U.S. Business History	5							
PHIL 360	Business Ethics Theory and Practice	5							
	Anthropology course from AAS-DTA list	5							
Any 200-level Natural Science course from AAS-DTA list		5-6							
Any 200-level Sociology course from AAS-DTA list		5							
DIGITAL MA	RKETING CORE COURSEWORK								
BTS 389	Ecommerce Strategy	5							
MKTG 301	Media Planning and Buying	5							
MKTG 333	Content Creation	5							
MKTG 334	Advertising II	5							
MKTG 341	Public Relations and Social Listening	5							
MKTG 461	Marketing Research II	5							
MKTG 462	Data Visualization and Advanced Analytics	5							
MKTG 492	Capstone Course	5							
ELECTIVES		10							
	ourses from the following:						1	,	
MKTG 211 MKTG 241 MKTG 242 MKTG 243 MKTG 244 MKTG 271 MKTG 434 MKTG 451	Multicultural Marketing (5 Cr) Search Engine Strategy (5 Cr) Social Media Strategy (5 Cr) Mobile Marketing Strategy (5 Cr) Online Video and TV Stratety (5 Cr) Consumer Behavior (5 Cr) Branding (5 Cr) Sales Management (5 Cr)								
TOTAL BAS	COURSEWORK	90-91							
GRAND TOTAL		180-182							

The Bachelor of Applied Science (BAS) in Digital Marketing degree provides students with cutting-edge skills in search engine marketing, search engine optimization, display advertising, mobile marketing, online video, social media, and website design. Such training will position graduates to undertake roles in the creation and use of marketing digital content across multiple media platforms for a variety of organizations.

The first 90 credits of the degree are fulfilled by entrance prerequisites. The second half of the degree program offers a professionally relevant curriculum that helps students schieve their goal.



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LEARNING OUTCOMES

Degree recipients should possess the skills & abilities described below:

- Establish business and marketing objectives
- Translate objectives into integrated marketing strategies that lean heavily on digital platforms
- Create and re-purpose content for the digital environment
- Optimize marketing campaigns based on campaign results
- Utilize marketing efforts to establish future product innovation and extensions

PROGRAM ELIGIBILITY

Individuals must have:

- Associate degree in busiess or marketing, or an equivalent combination of education and experience.
- Demonstrated completion from a regionally accredited college of the following courses, or their equivalent, with a grade point average of 2.0 or better:
 - Math in Society (or assessment into a higher level course)
 - English Composition
 - Lab-based Natural Science course
 - 35 credits of BC Marketing courses, or equivalents: BTS 189, BUS& 101, MKTG 101, MKTG 102, MKTG 234, MKTG 261, MKTG 262 (some may be satisfied by examination)

DEGREE REQUIREMENTS

A complete description of the required curriculum is shown in the worksheet. In addition to eligibility requirements, students must achieve the following:

- Completion of 90 quarter credits in the general program requirements, with a grade of "C", or better
- A minimum cumulative GPA of 2.0 for all coursework taken at BC and the courses applied to the degree, including credits transferred from other colleges
- At least 45 quarter credits for the degree must be completed in residence at BC, of which 30 credits must be upper division

APPLICATION PROCESS

To be considered for the Bachelor of Applied Science in Digital Marketing program, prospective students must submit the following:

- Completed general Bellevue College admission form
- Nonrefundable general admission fee of \$34
- Completed Bachelor of Applied Science application form
- Nonrefundable application fee of \$90
- Official transcripts from a regionally accredited college
- Two letters of recommendation from someone who personally knows your work, discussing your contributions to your work place. If you are applying for this program immediately after completing an associate degree program, the letters of recommendation may be from your instructors.
- Personal statement of no more than 500 words discussing your understanding of the role in your chosen field and how that fits in with your personal or professional goals. You may also discuss your work experience; your advanced certifications; specific or unique attributes that you will bring to the program; challenges or hardships you have overcome in pursuing your educational or work goals; or other special considerations that would make you a good candidate for the program.

FOR MOST UP-TO-DATE INFORMATION, GO TO:

www.bellevuecollege.edu/programs/degrees/bachelor



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