

STUDENT NAME		SID #	
PROGRAM CHAIR		DATE	

PROGRAM REQUIREMENTS			Requested Substitution/Transfer Credits (if applicable)			Completed		
Course	Course Title	CR	College/University	Course	CR	Grade	Quarter	Year
PREREQUISITE REQUIREMENTS								
Associate degree 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 COURSEWORK								
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						
Any 200-level 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 MARKETING 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						
<i>Choose two courses from the following:</i>								
MKTG 211	Multicultural Marketing (5 Cr)							
MKTG 241	Search Engine Strategy (5 Cr)							
MKTG 242	Social Media Strategy (5 Cr)							
MKTG 243	Mobile Marketing Strategy (5 Cr)							
MKTG 244	Online Video and TV Strategy (5 Cr)							
MKTG 271	Consumer Behavior (5 Cr)							
MKTG 434	Branding (5 Cr)							
MKTG 451	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 achieve their goal.

