

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
GENERAL EDUCATION COURSEWORK								
BUS& 101	Introduction to Business	5						
ENGL& 101	English Composition I	5						
GEOG 206	Landforms and Landform Processes <i>(or any other Science class with Lab)</i>	6						
MATH&107	Math in Society <i>(or any other Math class above 107)</i>	5						
CORE COURSEWORK								
BTS 189	Webpage Authoring Essentials	5						
BTS 201	Content Management Systems	5						
MKTG 101	Introduction to Marketing	5						
MKTG 102	Intro to Digital Marketing Platforms	5						
<i>Choose one from the following, to complement MKTG 101 and 102:</i>		1						
MKTG 103	Intro to Sports Marketing (1 Cr)							
MKTG 104	Intro to Fashion Marketing (1 Cr)							
MKTG 105	Intro to Music Marketing (1 Cr)							
MKTG 106	Intro to Film and Television Marketing (1 Cr)							
MKTG 200	International Marketing	5						
MKTG 234	Advertising	5						
MKTG 241	Search Engine Strategy	5						
MKTG 242	Social Media Strategy	5						
MKTG 243	Mobile Marketing Strategy	5						
MKTG 255	Relationship Marketing	5						
MKTG 261	Marketing Research I	5						
MKTG 262	Measurement and Analytics	5						
<i>Choose five credits from the following:</i>		5						
BTS 293	Professional Skills (5 Cr)							
BUS 241	Multicultural Business Consulting (5 Cr)							
MKTG 290	Marketing Activities in DECA (1-5 Cr)							
MKTG 292	Marketing Internship (1-5 Cr)							
<i>Choose two courses from the following:</i>		10						
BTS 165	Business Spreadsheet Analysis and Design (5 Cr)							
BTS 188	Intro to Digital Content (5 Cr)							
BTS 289	Emerging Web Development Technologies (5 Cr)							
MKTG 131	Principles of Professional Selling (5 Cr)							
MKTG 211	Multicultural Marketing (5 Cr)							
MKTG 244	Online Video and Television Strategy (5 Cr)							
MKTG 271	Consumer Behavior (5 Cr)							
<i>Students interested in continuing for a bachelor's degree should contact their program advisor</i>								
TOTAL		97						

The Associate in Applied Science – Transfer Digital Marketing degree provides students with practical, hands-on experience across the full spectrum of marketing. These degrees are designed for the dual purpose of immediate employment and preparation for the junior year in a Washington state bachelor of applied science (BAS) degree program.

Courses in search engine strategy, social media, mobile marketing, ecommerce, relationship marketing, and measurement and analytics offer students instruction matching employer needs.

The program requires students to assume a management viewpoint, and develop appropriate digital marketing strategies that employ their newly honed skills.

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 repurpose content for the digital environment
- Optimize campaigns based on data inputs and research efforts
- Utilize marketing efforts to establish future product innovation and extensions

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

www.bellevuecollege.edu/programs/degrees/proftech/mktg