

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 higher)	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						
* Course is under development								
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.

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 business or marketing, or 90 equivalent credits that represent the combination of program admission required courses and other transferable college-level credits
- 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& 107 Math in Society (or assessment into a higher level course)
 - ENGL& 101 English Composition
 - Any Lab-based Natural Science course
 - 35 credits of 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 admissions and placement fee of \$55
- 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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