

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						
ENGL 201 or ENGL 271	The Research Paper Expository Writing	5						
MATH&107	Math in Society (or any other Math class above 107)	5						
	Any Arts and Humanities course from AAS-DTA list	5						
	Any Natural Science with Lab course from AAS-DTA list	5-6						
CORE COURSEWORK								
BTS 189	Webpage Authoring Essentials	5						
MKTG 101	Introduction to Marketing	5						
MKTG 102	Intro to Digital Marketing Platforms	5						
	<i>Choose one from the following:</i>	2						
MKTG 103	Intro to Sports Marketing (2 Cr)							
MKTG 104	Intro to Fashion Marketing (2 Cr)							
MKTG 105	Intro to Music Marketing (2 Cr)							
MKTG 106	Intro to Film and Television Marketing (2 Cr)							
MKTG 200	International Marketing	5						
MKTG 234	Advertising	5						
MKTG 241	Search Engine Strategy	5						
MKTG 242	Social Media Strategy	5						
MKTG 245	Display Media Strategy	5						
MKTG 255	Relationship Marketing	5						
MKTG 261	Marketing Research I	5						
MKTG 262	Measurement and Analytics	5						
	<i>Choose one from the following:</i>	5						
BUS 241	Multicultural Business Consulting (5 Cr)							
MKTG 290	DECA Practicum (5 Cr)							
MKTG 292	Marketing Internship (5 Cr)							
	<i>Choose one from the following:</i>	5						
	Any 200-level Marketing course (5 Cr)							
	BTS 165 Business Spreadsheet Analysis and Design (5 Cr)							
	BTS 188 Intro to Digital Content (5 Cr)							
	BTS 201 Content Management Systems (5 Cr)							
<i>Students interested in continuing for a bachelor's degree should contact their program advisor</i>								
TOTAL		97-98						

The Associate of Arts and Sciences – Transfer in Digital Marketing degree provides students with practical, hands-on experience across the full spectrum of marketing. However, it has a clear bent towards the fast-growing digital marketing landscape. Courses in mobile marketing and advertising, online video content creation, social media marketing, search engine optimization (SEO), paid search, display advertising, customer relationship marketing (CRM), marketing analytics, and website design offer students instruction in areas that match 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