

Digital Marketing

Bachelor of Applied Science Degree

STUDENT NAME	SID#	
PROGRAM CHAIR	DATE	

PROGRA	M REQUIREMENTS			titution/Transfer applicable)			Completed	1
Course	Course Title	CR	College/University	Course	CR	Grade	Quarter	Year
PREREQUISIT	E REQUIREMENTS							
Associate degr	ee in business or marketing, or equivalent credits	34-35						
	Natural Science course	5-6						
BTS 189	Webpage Authoring Essentials	5						
BUS& 101	Introduction to Business	5						
ENGL& 101	English Composition I	5						
ENGL 201 or ENGL 271	The Research Paper or Expository Writing 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						
TOTAL PRERE	QUISITE REQUIREMENTS	90						
BAS COURSE								
GENERAL ED		_						
ECON 202	Macroeconomics	5						
PHIL 360	Business Ethics Theory and Practice	5						
	ogy course from AAS-DTA list	5						
<u> </u>	ience course from AAS-DTA list	5-6						
	course from AAS-DTA list	5						
	her course from AAS-DTA list	5						
CORE COURS		_						
BTS 389	Ecommerce Strategy	5						
MKTG 243	Mobile Marketing Strategy	5						
MKTG 244 MKTG 301	Online Video & TV Strategy Media Planning and Buying	5						
MKTG 301	Content Creation	5						
MKTG 334	Advertising II	5						
MKTG 334	Public Relations and Social Listening	5						
MKTG 434	Branding							
	Marketing Research II	5						
MKTG 461	Data Visualization and Advanced Analytics	5						
MKTG 462	Capstone Course	5						
MKTG 492	Capsione Course	5						
Any 200 level M	laukating course	5						
	larketing course	00.01						
	DURSEWORK	90-91						
GRAND TOTA	•	180-181						

The Bachelor of Applied Science (BAS) in Digital Marketing degree provides students with current digital skills that are most requested by local employers: mobile marketing and advertising, online video content creation, social media marketing, search engine optimization, paid search, display advertising, customer relationship marketing (CRM), marketing analytics, and website design. This hands-on skill development complements a critical thinking framework built around marketing strategy. Such training will

position graduates to tackle roles in the creation and use of digital marketing across multiple media platforms.

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.

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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 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:
 - Any lab-based Natural Science course
 - MATH& 107 Math in Society (or placement by assessment into a higher level course)
 - ENGL& 101 English Composition
 - ENGL 201 The Research Paper or ENGL 271 Expository Writing
 - BUS& 101 Introduction to Business
 - 30 credits of Marketing courses, or equivalents: BTS 189, 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 \$75
- Official transcripts from a regionally accredited college
- 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.

OTES			

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

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