

<b>STUDENT NAME</b>		<b>SID #</b>	
<b>PROGRAM CHAIR</b>		<b>DATE</b>	

PROGRAM REQUIREMENTS			Requested Substitution/Transfer Credits (if applicable)			Completed		
Course	Course Title	CR	College/University	Course	CR	Grade	Quarter	Year
<b>PREREQUISITE REQUIREMENTS</b>								
<b>Associate degree in business or marketing, or equivalent credits</b>		<b>34-35</b>						
<b>Any lab-based Natural Science course</b>		<b>5-6</b>						
<b>BTS 189</b>	Webpage Authoring Essentials	<b>5</b>						
<b>BUS&amp; 101</b>	Introduction to Business	<b>5</b>						
<b>ENGL&amp; 101</b>	English Composition I	<b>5</b>						
<b>ENGL 201 or ENGL 271</b>	The Research Paper or Expository Writing I	<b>5</b>						
<b>MATH&amp;107</b>	Math in Society ( <i>or higher</i> )	<b>5</b>						
<b>MKTG 101</b>	Introduction to Marketing	<b>5</b>						
<b>MKTG 102</b>	Intro to Digital Marketing Platforms	<b>5</b>						
<b>MKTG 234</b>	Advertising I	<b>5</b>						
<b>MKTG 261</b>	Marketing Research I	<b>5</b>						
<b>MKTG 262</b>	Measurement and Analytics	<b>5</b>						
<b>TOTAL PREREQUISITE REQUIREMENTS</b>		<b>90</b>						
<b>BAS COURSEWORK</b>								
<b>GENERAL EDUCATION</b>								
<b>ECON 202</b>	Macroeconomics	<b>5</b>						
<b>PHIL 360</b>	Business Ethics Theory and Practice	<b>5</b>						
Any <b>Anthropology</b> course from AAS-DTA list		<b>5</b>						
Any <b>Natural Science</b> course from AAS-DTA list		<b>5-6</b>						
Any <b>Sociology</b> course from AAS-DTA list		<b>5</b>						
Any 200-level other course from AAS-DTA list		<b>5</b>						
<b>CORE COURSEWORK</b>								
<b>BTS 389</b>	Ecommerce Strategy	<b>5</b>						
<b>MKTG 243</b>	Mobile Marketing Strategy	<b>5</b>						
<b>MKTG 244</b>	Online Video & TV Strategy	<b>5</b>						
<b>MKTG 301</b>	Media Planning and Buying	<b>5</b>						
<b>MKTG 333</b>	Content Creation	<b>5</b>						
<b>MKTG 334</b>	Advertising II	<b>5</b>						
<b>MKTG 341</b>	Public Relations and Social Listening	<b>5</b>						
<b>MKTG 434</b>	Branding	<b>5</b>						
<b>MKTG 461</b>	Marketing Research II	<b>5</b>						
<b>MKTG 462</b>	Data Visualization and Advanced Analytics	<b>5</b>						
<b>MKTG 492</b>	Capstone Course	<b>5</b>						
<b>ELECTIVES</b>		<b>5</b>						
Any 200-level <b>Marketing</b> course								
<b>TOTAL BAS COURSEWORK</b>		<b>90-91</b>						
<b>GRAND TOTAL</b>		<b>180-181</b>						

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.

