

Rowan College of South Jersey Cumberland Campus

Digital Marketing

Associate in Applied Science (A.A.S.) - Career

Program Requirements

The goal of this career program is to provide the basic knowledge and skills necessary for success in the fields of marketing in our digital world. This program prepares students with tools to develop and implement contemporary marketing initiatives within any type of organization.

Program Learning Outcomes

Students who have completed the program will be able to:

- Understand, apply and integrate digital marketing strategies
- Communicate effectively and professionally with a variety of audiences
- Utilize technology to capture, present and analyze information that supports general business, and especially marketing processes

Program Notes

Students who wish to continue their education at a four-year institution should make an appointment with an advisor to discuss changing their major to the Business Administration transfer program

Required General Education and Core Courses

		<u>Credits</u>
<u>Communications</u>		
EN 101	English Composition I	3
EN 102	English Composition II	3
<u>Humanities or Social Science</u>		
_____	General Education Social Science Elective OR Humanities Elective	3
<u>Math, Science, and Tech.</u>		
MA 205	Statistics I	3
<u>General Education Elective</u>		
_____	General Education elective	3-4
SP 203	Effective Speech	3
CS 113	Introduction to Computers	4
<u>Business</u>		
BU 115	Introduction to Business	3
AC 103	Accounting Principles I	4
BU 207	Introduction to Marketing	3
BU 216	Social Media Marketing and Web Analytics	3
BU 117	Advertising	3
BU 106	Introduction to Management	3
EN 204	Business Communication	3
<u>Computer Information Systems</u>		
CS 156	Web Development – HTML/CSS	4
CS 157	Advanced Web Development	3
CS 207	Management Information Systems	3
<u>Cooperative Education</u>		
IC 211	Internship Career Connections	3
<u>Program Elective (select one)</u>		3-4
CG 106	Design, Type, and Color	OR
AC 104	Accounting Principles II	OR
BU 109	Business Law I	OR
BU 121	Business Ethics	OR
BU 210	Organizational Behavior	OR
CG 115	Foundations of Computer Graphic Arts	OR
CS 119	Spreadsheets – Excel	OR
CO 101	Mass Media Influence	OR
<u>TOTAL MINIMUM CREDITS:</u>		<u>60</u>

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Four Semester Sequence of Courses

FIRST YEAR – Fall Semester **Credits**

_____	EN 101	English Composition I	3
_____	BU 115	Introduction to Business	3
_____	CS 113	Introduction to Computers	4
_____	CS 156	Web Development - HTML/CSS	4
_____	MA 205	Statistics I	3
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FIRST YEAR – Spring Semester

_____	EN 102	English Composition II	3
_____	BU 207	Introduction to Marketing	3
_____	CS 157	Advanced Web Development	3
_____	_____	Program Elective*	3-4
_____	_____	General Education Elective	3
			15-16

SECOND YEAR – Fall Semester

_____	SP 203	Effective Speech	3
_____	AC 103	Accounting Principles I	4
_____	BU 216	Social Media Marketing and Web Analytics	3
_____	BU 106	Introduction to Management	3
_____	EN 204	Business Communication	3
			16

SECOND YEAR – Spring Semester

_____	_____	Humanities or Social Science Elective	3
_____	CS 207	Management Information Systems	3
_____	BU 117	Advertising	3
_____	IC 211	Internship Career Connections	3
			12

TOTAL MINIMUM CREDITS: **60**

***Program Elective (select one)** **3-4**

CG 106	Introduction to Photoshop	OR	3
AC 104	Accounting Principles II	OR	4
BU 109	Business Law I	OR	3
BU 121	Business Ethics	OR	3
BU 210	Organizational Behavior	OR	3
CG 115	Foundations of Computer Graphic Arts	OR	3
CS 119	Spreadsheets – Excel	OR	3
CO 101	Mass Media Influence		3