



[DIMKAAS; CIP Code 52.1401]

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



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. This program has additional globally recognized accreditation through the Accreditation Council for Business Schools and Programs (ACBSP).

Program Learning Outcomes

Students who have completed the program should 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 Contact

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✦ Are you ready to get started at RCSJ? Visit [RCSJ.edu/Enroll](https://www.rcsj.edu/Enroll) and complete the interest form. ✦

Digital Marketing, A.A.S.

FIRST YEAR – Fall Semester

☐ ENGL 101 English Composition I <i>or</i> ENGL 101E Enhanced English Composition I	3–4
☐ BUSN 101 Introduction to Business	3
☐ CISM 101 Introduction to Computers	4
☐ CISM 151 Web Development-HTML/CSS	4
☐ MATH 103 Statistics I	3
	17–18

Spring Semester

☐ ENGL 102 English Composition II	3
☐ BUSN 250 Principles of Marketing	3
☐ CISM 152 Advanced Web Development	3
☐ _____ Program Elective ¹	3–4
☐ _____ General Education Elective	3
	15–16

SECOND YEAR – Fall Semester

☐ SPEH 101 Effective Speech	3
☐ ACCT 101 Accounting I	4
☐ BUSN 258 Social Media Marketing and Web Analytics	3
☐ BUSN 200 Principles of Management	3
☐ COMM 104 Business Communication <i>or</i> COMM 210 Communication Ethics, A.I., & Media Analysis	3
	16

Spring Semester

☐ _____ General Education Humanities <i>or</i> Social Science Elective	3
☐ CISM 207 Management Information Systems	3
☐ BUSN 238 Principles of Advertising	3
☐ ISCC 211 Internship Career Connections	3
	12

TOTAL MINIMUM CREDITS: 60

Program Electives¹

COGA 103 Design, Type, and Color
 ACCT 102 Accounting II
 BUSN 109 Business Law I
 BUSN 246 Business Ethics
 BUSN 262 Organizational Behavior
 COGA 115 Foundations of Computer Graphic Arts
 CISM 119 Spreadsheets - Excel
 COMM 101 Introduction to Mass Media
 CSCI 125 Intro to Data Science