



[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 field 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
☐ COGA 103 Design, Type, and Color	3
☐ MATH 105 Intermediate Algebra	4
	17–18

Spring Semester

☐ ENGL 102 English Composition II	3
☐ BUSN 250 Principles of Marketing	3
☐ COGA130 Video and Audio Editing	3
☐ MATH 103 Statistics I	3
☐ CISM 151 Web Development – HTML/CSS	4
	16

SECOND YEAR – Fall Semester

☐ ARTS 117 Introduction to Digital Photography	3
☐ CISM 152 Advanced Web Development	3
☐ BUSN 258 Social Media Marketing and Web Analytics	3
☐ BUSN 200 Principles of Management	3
☐ ECON 101 Principles of Economics (Macro)	3
	15

Spring Semester

☐ COMM 104 Business Communication <i>or</i> COMM 210 Communication Ethics, A.I., & Media Analysis	3
☐ CISM 207 Management Information Systems	3
☐ BUSN 238 Principles of Advertising	3
☐ COGA 230 Content Creation Studio	3
	12

TOTAL MINIMUM CREDITS: 60