



[DIG.MKT.AAS; 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 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

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

<input type="checkbox"/> EN 101 English Composition I	3
<input type="checkbox"/> BU 115 Introduction to Business	3
<input type="checkbox"/> CS 113 Introduction to Computers	4
<input type="checkbox"/> CS 156 Web Development - HTML/CSS	4
<input type="checkbox"/> MA 205 Statistics I	3
	17

Spring Semester

<input type="checkbox"/> EN 102 English Composition II	3
<input type="checkbox"/> BU 207 Principles of Marketing	3
<input type="checkbox"/> CS 157 Advanced Web Development	3
<input type="checkbox"/> Program Elective*	3-4
<input type="checkbox"/> General Education Elective	3
	15-16

SECOND YEAR - Fall Semester

<input type="checkbox"/> SP 203 Effective Speech	3
<input type="checkbox"/> AC 103 Accounting I	4
<input type="checkbox"/> BU 216 Social Media Marketing and Web Analytics	3
<input type="checkbox"/> BU 106 Principles of Management	3
<input type="checkbox"/> EN 204 Business Communication	3
	16

Spring Semester

<input type="checkbox"/> Humanities or Social Science Elective	3
<input type="checkbox"/> CS 207 Management Information Systems	3
<input type="checkbox"/> BU 117 Principles of Advertising	3
<input type="checkbox"/> IC 211 Internship Career Connections	3
	12

TOTAL MINIMUM CREDITS: 60

Program Electives* (select one)

- CG 106 Design, Color and Type
- AC 104 Accounting Principles II
- BU 109 Business Law I
- BU 121 Business Ethics
- BU 210 Organizational Behavior
- CG 115 Foundations of Computer Graphic Arts
- CS 119 Spreadsheets - EXCEL
- CO 101 Mass Media Influence