



Digital Marketing, A.A.S.

[AAS-DMK; 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 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.** ✦

FIRST YEAR – Fall Semester

<input type="checkbox"/> ENG 101 English Composition I	3
<input type="checkbox"/> BUS 101 Introduction to Business	3
<input type="checkbox"/> CIS 102 Introduction to Computers	4
<input type="checkbox"/> CIS 151 Web Development – HTML/CSS	4
<input type="checkbox"/> MAT 103 Statistics	3
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Spring Semester

<input type="checkbox"/> ENG 102 English Composition II	3
<input type="checkbox"/> BUS 221 Principles of Marketing	3
<input type="checkbox"/> CIS 154 Advanced Web Development	3
<input type="checkbox"/> ____ Program elective ¹	3-4
<input type="checkbox"/> ____ General Education elective	3
	<hr/> 15-16

SECOND YEAR – Fall Semester

<input type="checkbox"/> SPE 101 Oral Communications	3
<input type="checkbox"/> BUS 102 Accounting I	4
<input type="checkbox"/> BUS 224 Social Media Marketing and Web Analytics	3
<input type="checkbox"/> BUS 231 Principles of Management	3
<input type="checkbox"/> COM 104 Business Communication	3
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Spring Semester

<input type="checkbox"/> ____ Humanities or Social Science elective	3
<input type="checkbox"/> CIS 207 Management Information Systems	3
<input type="checkbox"/> BUS 225 Principles of Advertising	3
<input type="checkbox"/> CEP 211 Internship Career Connections	3
	12

TOTAL MINIMUM CREDITS: 60

Program Elective (select one)

CGA 103	Design, Color and Type
BUS 103	Accounting II
BUS 107	Business Law I
BUS 241	Business Ethics
BUS 239	Organizational Behavior
CGA 115	Foundations of Computer Graphic Arts
CIS 120	Spreadsheets – EXCEL
COM 220	Mass Media



Offered Online

This program is also offered fully online. Participants in this program will be enrolled as a cohort to encourage support and collaboration. This means that all students in the cohort will be scheduled together in 5- or 7-week courses for the duration of the program. Typically, students will take two courses within each 7-week block. In an average semester, all students will have completed at least 12 credits. Courses in the Fall and Spring Semester will be taught in 7-week blocks. Courses in the Winter and Summer Semesters will be taught in 5-week blocks.