

DIGITAL MEDIA & MARKETING

Associate of Applied Science: 60 Credits

Technical Certificate: 26 Credits

Certificate of Proficiency: 12 Credits Each

TERM	DEVELOPMENTAL READING/ENGLISH (if needed)	HOURS
	GSTD0103 College Reading	3
	GSTD0243 Essential English	3
	GSTD0201 Composition I Lab	1

TERM	DEVELOPMENTAL MATHEMATICS (if needed)	HOURS
	GSTD0383 Pre-Algebra	3

TERM	SEMESTER 1	HOURS
	SPD1002 Success Strategies	2
	MNG1103 Introduction to Digital Media	3
	BUS1003 Microcomputer Applications	3
	BUS 2813 Graphic Software Applications	3
	MNG2623 Marketing	3
	TOTAL SEMESTER 1	14

TERM	SEMESTER 2	HOURS
	ENGL1113 Composition I	3
	BUS2013 Spreadsheets	3
	BUS1113 Business Math	3
	MNG2123 Social Media Marketing	3
	MNG2323 Search & Display Advertising	3
	TOTAL SEMESTER 2	15

TERM	SEMESTER 3	HOURS
	ENGL1123 Composition II	3
	MNG2223 Marketing Analytics	3
	ECON2003 Macroeconomics	3
	MNG2103 Media Production	3
	BUS2023 Business Communications	3
	TOTAL SEMESTER 3	15

TERM	SEMESTER 4	HOURS
	BUS2103 Business Law	3
	ECON2103 Microeconomics	3
	MNG2213 Digital Retail Management	3
	SPCH1113 Principles of Speech	3
	BUS2063 Business Capstone	3
	SPD1011 Career Strategies	1
	TOTAL SEMESTER 4	16

TERM	TECHNICAL CERTIFICATE	HOURS
	SPD1002 Success Strategies	2
	ENGL 1113 Composition I	3
	BUS 1003 Microcomputer Applications	3
	MNG1103 Introduction to Digital Media or MNG 2103 Media Production	3
	BUS2013 Spreadsheets	3
	BUS 1113 Business Math	3
	MNG2123 Social Media Marketing	3
	BUS2813 Graphic Software Applications	3
	MNG2323 Search & Display Advertising	3
	TECHNICAL CERTIFICATE	26

	CERTIFICATE OF PROFICIENCY	HOURS
	MNG1103 Introduction to Digital Media or MNG2103 Media Production	3
	BUS 1003 Microcomputer Applications	3
	BUS2813 Graphic Software Applications	3
	MNG2623 Marketing	3
	CERTIFICATE OF PROFICIENCY	12