

DIGITAL MEDIA & MARKETING

Associate of Applied Science: 60

Credits Technical Certificate: 27

Credits Certificate of Proficiency: 12

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

GRADE	DEVELOPMENTAL MATHEMATICS (if needed)	HOURS
	GSTD0383 Pre-Algebra	3
	GSTD0433 Intermediate Algebra	3
	GSTD0101 College Algebra Lab	1

GRADE	ASSOCIATE OF APPLIED SCIENCE	HOURS
	SPD1003 Success Strategies	3
	ENGL1113 Composition I	3
	ENGL1123 Composition II	3
	SPCH1113 Principles of Speech	3
	ECON2003 Macroeconomics	3
	ECON2103 Microeconomics	3
	COMM1103 Media Production	3
	MNG2623 Marketing	3
	COMM1203 Mass Communication & Media	3
	MNG1103 Introduction to Digital Media	3
	BUS1113 Business Math	3
	BUS1003 Microcomputer Applications	3
	BUS2013 Spreadsheets	3
	MNG2223 Marketing Analytics	3
	MNG2123 Social Media Marketing	3
	BUS2023 Business Communications	3
	BUS2813 Graphic Software Applications	3
	BUS2103 Business Law	3
	MNG2323 Search & Display Advertising	3
	BUS2063 Business Capstone	3
ASSOCIATE OF APPLIED SCIENCE		60

GRADE	TECHNICAL CERTIFICATE	HOURS
	SPD1003 Success Strategies	3
	ENGL1113 Composition I	3
	MNG1103 Introduction to Digital Media	3
	BUS1003 Microcomputer Applications	3
	MNG2623 Marketing	3
	BUS1113 Business Math	3
	MNG2123 Social Media Marketing	3
	BUS2813 Graphic Software Applications	3
	MNG2323 Search & Display Advertising	3
TECHNICAL CERTIFICATE		27

GRADE	CERTIFICATE OF PROFICIENCY	HOURS
	MNG1103 Introduction to Digital Media	3
	BUS1003 Microcomputer Applications	3
	BUS2813 Graphic Software Applications	3
	MNG2623 Marketing	3
CERTIFICATE OF PROFICIENCY		12

PROGRAM INFORMATION: This program is designed for students to earn the Certificate of Proficiency after semester one, the Technical Certificate after semester two and the Associate of Applied Science after semester four. Some courses have minimum score and/or prerequisite requirements prior to enrollment.

CAREER OPTIONS: The Certificate of Proficiency and the Technical Certificate in Digital Media and Marketing are embedded into the Associate of Applied Science in the Digital Media and Marketing Degree. The Certificate of Proficiency provides graduates with a basic knowledge of general skills appropriate for the workplace. The Technical Certificate program prepares students for the workplace with skills in general business and more in-depth Social Media and Advertising skills. The Associate of Applied Science in Digital Media and Marketing is designed for students who seek occupational, technical, and vocational skills primarily for employment or advancement.

TRANSFER OPTIONS: Associate of Applied Science degrees are NOT designed for transfer.

- Arkansas Tech University (ATU) to complete a Bachelor of Professional Studies.
- ASU Jonesboro to complete Bachelor of Applied Science in Organizational Studies
- UA Fort Smith to complete Bachelor of Applied Science
- If planning to transfer to an institution other than the ones listed above, students may visit