



2025-2026

WSUTECH.edu

Digital Marketing, AAS

CRN	COURSE NAME	CREDITS
-----	-------------	---------

DMK	110	Introduction to Media Arts	3
DMK	120	Basic Digital Editing	3
DMK	125	Community Building and Management	3
DMK	135	Social Media Marketing and Management	3
DMK	140	Introduction to Audio/Visual Production	3
DMK	150	Search Engine Optimization & Marketing	3
DMK	155	Photography Fundamentals	2
DMK	160	Introduction to Analytics	3
DMK	163	Introduction to Digital Advertising	3
DMK	Experiential Learning Electives - 4 Credits		4
	Technical Electives - 3 Credits		3
BUS	140	Principles of Marketing	3
CLD	122	Introduction to Web Development	3
CLD	147	Website Production & Management Word Press)	3
OPM	115	Introduction to Project Management	3
ENG	101	Composition I	3
ENG	120	Composition II	3
SPH	101	Public Speaking	3
	Humanities Elective		3
	Math Elective		3

Experiential Learning Electives

DMK	170	Digital Marketing Capstone
DMK	175	Digital Marketing Internship

Technical Electives

BUS	135	Introduction to Public Relations
ESP	150	Esports Event Management and Production

Total	60.00
--------------	--------------

LOCATION

WSU South
3821 E. Harry | Wichita, KS 67218
316.677.9400 Get maps at [WSUTECH.edu/Campuses](https://www.wsutech.edu/Campuses)

COSTS*

PROGRAM TOTAL	\$11,878.00
----------------------	--------------------

*Cost does not include online fees, books or tools.
Financial Assistance may be available to those who qualify.
Total calculated based on the lowest cost combination of
elective credits required.

PLACEMENT & WAGE DATA

WSUTECH.edu/KBORplacement

Get historical data on job placement rates and average wages
from WSU Tech graduates.

*Some courses may have a prerequisite in addition to the classes listed above. Please
contact an Academic Advisor for details. Visit [WSUTECH.edu/Checklist](https://www.wsutech.edu/Checklist) for program
admission requirements.