

WSUTECH.edu

Digital Marketing, AAS

	CRN		COURSE NAME	CREDITS	5
	DMK	110	Introduction to Media Arts	3	
l	DMK	120	Basic Digital Editing	3	
l	DMK	125	Community Building and Management	3	
l	DMK	135	Social Media Marketing and Managemer	nt 3	
l	DMK	140	Introduction to Audio/Visual Production	3	
l	DMK	150	Search Engine Optimization & Marketing	3	
l	DMK	155	Photography Fundamentals	2	
l	DMK	160	Introduction to Analytics	3	
l	DMK	163	Introduction to Digital Advertising	3	
l	DMK		Experiential Learning Electives - 4 Credi	ts 4	
l			Technical Electives - 3 Credits	3	
l	BUS	140	Principles of Marketing	3	
l	CLD	122	Introduction to Web Development	3	
l	CLD	147	Website Production & Management Wor	d Press) 3	
l	OPM	115	Introduction to Project Management	3	
l	ENG	101	Composition I	3	
l	ENG	120	Composition II	3	
l	SPH	101	Public Speaking	3	
l			Humanities Elective	3	
			Math Elective	3	
	Experiential Learning Electives				
l	DMK	170	Digital Marketing Capstone		
	DMK	175	Digital Marketing Internship		
	Technical Electives				
	BUS	135			
	ESP	150	Esports Event Management and Product	ion	
				· ·	
	Total			60.00	

LOCATION

WSU South

3821 E. Harry | Wichita, KS 67218

316.677.9400 Get maps at WSUTECH.edu/Campuses

COSTS*

PROGRAM TOTAL

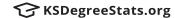
\$11,878.00

*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 for program admission requirements.