Digital Marketing, TC

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
CLD	122	Introduction to Web Development	3
CLD	147	Website Production & Management (Word Press)	3
BUS	140	Principles of Marketing	3
ENG	101	Composition I	3
ENG	120	Composition II	3
Total			**41.00**

LOCATION

WSU South
3821 E. Harry | Wichita, KS 67218
316.677.9400   Get maps at WSUTECH.edu/Campuses

COSTS*

PROGRAM TOTAL   **$8,902.00**

*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.

KSDegreeStats.org