



Digital Marketing

Student Learning Outcomes

- 1 Communication- The student will demonstrate the ability to communicate effectively using written and/or oral communication.
- 2 Information Literacy- The student will recognize when information is needed and have the ability to locate, evaluate, and use effectively the needed information.
- 3 Problem Solving- The student will demonstrate the ability to analyze information and solve problems.
- 4 Workplace Skills - Demonstrates a mastery of workplace skills/soft skills, exhibits initiative, adapts to varied situations

Program Outcomes

- 1 The student will be able to produce a digital portfolio highlighting skills associated with digital marketing
- 2 The student will be able demonstrate familiarity with digital media tools and social media marketing platforms
- 3 The student will be able to link classroom experiences with real work projects
- 4 The student will measure and evaluate digital marketing efforts
- 5 The Student will demonstrate the skills associated with web site development and management
- 6 The Student will demonstrate the necessary skills to effectively participate in the Google Analytics Certification Exam

Fall

Course #	Course Title	Credits	Function
DMK 110	Introduction to Media Arts	3	Technical Studies
DMK 120	Basic Digital Editing	3	Technical Studies
	Technical Elective***	3	Elective
OPM 115	Introduction to Project Management	3	Technical Studies
ENG 101	Composition I*	3	General Studies
	Humanities Elective*	3	General Studies

Spring

Course #	Course Title	Credits	Function
DMK 125	Community Building and Management	3	Technical Studies
DMK 140	Introduction to Audio/Visual Production	3	Technical Studies
BUS 140	Principles of Marketing	3	Technical Studies
ENG 120	Composition II	3	General Studies

Summer

Course #	Course Title	Credits	Function
SPH 101	Public Speaking*	3	General Studies
MTH	Math Elective*	3	General Studies

Fall

Course #	Course Title	Credits	Function
DMK 135	Social Media Marketing and Management	3	Technical Studies
DMK 150	Search Engine Optimization & Marketing	3	Technical Studies
DMK 163	Introduction to Digital Advertising	3	Technical Studies
CLD 122	Introduction to Web Development	3	Technical Studies

Spring

Course #	Course Title	Credits	Function
DMK 155	Photography Fundamentals	2	Technical Studies
DMK 160	Introduction to Analytics	3	Technical Studies
DMK	Experiential Learning Electives**	4	Elective
CLD 147	Website Production & Management (Word Press)	3	Technical Studies

****Experiential Learning Electives**

Course #	Course Title	Credits	Function
DMK 170	Digital Marketing Capstone		Elective
DMK 175	Digital Marketing Internship		Elective

*****Technical Electives**

Course #	Course Title	Credits	Function
BUS 135	Introduction to Public Relations		Elective
ESP 150	Esports Event Management and Production		Elective

*** Kansas Systemwide General Education**

TC Digital Marketing

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Spring

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DMK 140	Introduction to Audio/Visual Production	3	Technical Studies
BUS 140	Principles of Marketing	3	Technical Studies
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DMK 150	Search Engine Optimization & Marketing	3	Technical Studies
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CLD 122	Introduction to Web Development	3	Technical Studies

Spring

Course #	Course Title	Credits	Function
DMK 155	Photography Fundamentals	2	Technical Studies
DMK 160	Introduction to Analytics	3	Technical Studies
CLD 147	Website Production & Management (Word Press)	3	Technical Studies

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