This program is accredited by HLC and Kansas Board of Regents. More information at: http://wsutech.edu/get-started/

**PROGRAM OVERVIEW**
This Program is designed to create well rounded digital marketers. Students will gain a base knowledge of every step of the Digital Marketing process from forming to deploying a Digital Marketing strategy. Students will leave this program with an understanding of Adobe Creative Suite, Google Analytics, Google Ads and Wordpres.

**PROGRAM START DATES**
August [Fall]
January [Spring]

**General Education:**
Courses can be taken Spring, Summer, & Fall

**PROGRAM PLACEMENT REQUIREMENTS**
(Assessment scores can be no older than 3 years)
ACT: English - 18 AND Reading - 15, Math - 19
SAT: Writing - 480 AND Reading – 450, Math - 440

*OR schedule to test at our campus before enrolling:
wsutech.edu/testing
Accuplacer Writing - 255 AND Reading – 255
Ed Ready General Math – 56

**CHECKLIST STEPS – How Do I Get Started?**

1. Apply to wsutech.edu/apply
2. How do you plan to pay for classes? Out of pocket, Financial Aid, Tuition Assistance, or VA?
Complete the Free Application for Federal Student Aid (FAFSA) at www.fafsa.ed.gov.
For assistance in completing the FAFSA, call or visit Financial Aid at the NCAT or Southside Campus.*
WSU Tech’s code for the FAFSA is 005498.

3. Acquire/Take SAT, ACT, or Accuplacer scores

4. Submit your High School/GED & previous college transcripts to 4004 N. Webb Rd, Wichita, KS 67226

5. Meet with your advisor by scheduling an appointment:
wsutech.edu/contact

Laura Evans
levans7@wsutech.edu
316.677.1316

**Type of Degree**
AAS – Associates Degree
TC – Technical Certificate

<table>
<thead>
<tr>
<th>Type of Degree</th>
<th>Day/Evening</th>
<th>Length Based on Average Rate of Completion</th>
<th><strong>Cost</strong> Tuition/fees Only</th>
<th>Financial Aid Eligible?</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAS</td>
<td>Varies – Mornings, Afternoons, nights</td>
<td>2 Years</td>
<td>$9,126</td>
<td>Yes</td>
</tr>
<tr>
<td>TC</td>
<td>Varies – Mornings, Afternoons, nights</td>
<td>1-1.5 Years</td>
<td>$6,043</td>
<td>Yes</td>
</tr>
</tbody>
</table>
What kind of hands-on training does this program offer?
The program offers plenty of hands-on experience including internships, Capstone Projects, and WSU Tech coordinated job placement opportunities.

What kinds of jobs could I get with a TC or AAS in Digital Marketing?
Digital Marketing students make ideal candidates for Marketing Assistants, Digital Marketing Coordinators, Marketing Consultants, Graphic Designers, Web Developers and more!

What special software, computer, or tools will I need to buy for this program?
All software will be included in your course fees. System requirements can be found at: HERE (https://helpx.adobe.com/creative-cloud/system-requirements.html)

According to the Bureau of Labor Statistics (May 2018) the starting wage for Digital Marketers was $14.59/hr

Source: Bureau of Labor Statistics
https://www.bls.gov/oes/2017/may/oes112021.htm

Further Questions or Wanting Program Details?

Brianna Anderson – Director of Digital Marketing
banderson11@wsutech.edu