

# DIGITAL MARKETING



The Digital Marketing Program provides graduates with the skills necessary to succeed in the specialized realm of digital marketing. The program coursework combines traditional marketing skills with the specialized technical skills required to develop first-class digital marketing content. In scenario-based coursework, students will create and apply digital marketing strategies that reflect real-world situations.

DEGREE AND CERTIFICATE OPTIONS	LENGTH	COST	AVERAGE WAGE	EXAMPLE JOB TITLES
AAS Degree	2 Years	\$11,878	Coming Soon	Social Media Manager
Technical Certificate	18 Months	\$8,902		Content Coordinator
				Affiliate Marketing Coordinator

## PROGRAM CONTACTS:

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## WHY CHOOSE DIGITAL MARKETING?

- ◆ Growing demand for digital marketing professionals
- ◆ Explore creative opportunities in content, design, and strategy
- ◆ Develop a wide range of skills from tech to communication to design

## PROGRAM ENTRY REQUIREMENTS

- ◆ Meet entrance assessments:
  - \* Accuplacer Reading = 237 & Accuplacer Writing = 237
  - \* ALEKS PPL Math = 30
  - \* Schedule with Testing Center by calling 316.677.9506

## LOCATION INFORMATION

- ◆ Digital Marketing classes are located at WSU South –3821 E. Harry, Wichita, KS 67218
- ◆ General Education Classes: Times vary—Online or WSU South Campus—3821 E Harry, Wichita, KS 67218
- ◆ Advising/Financial Aid: WSU South –3821 E. Harry, Wichita, KS 67218

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# PROGRAM FLOW

Semester 1				
Course Number	Course Title	Credit Hours	TC Digital Marketing	AAS Digital Marketing
DMK 110	Introduction to Media Arts	3	X	X
DMK 120	Basic Digital Editing	3	X	X
OPM 115	Introduction to Project Management	3		X
ENG 101	Composition I	3	X	X
	Humanities Elective	3		X
		<b>Total</b>	<b>9</b>	<b>15</b>

Semester 2				
Course Number	Course Title	Credit Hours	TC Digital Marketing	AAS Digital Marketing
BUS 135	Introduction to Public Relations	3		X
DMK 125	Community Building and Management	3	X	X
DMK 140	Introduction to Audio/Visual Production	3	X	X
BUS 140	Principles of Marketing	3	X	X
ENG 120	Composition II	3	X	X
		<b>Total</b>	<b>12</b>	<b>15</b>

Semester 3				
Course Number	Course Title	Credit Hours	TC Digital Marketing	AAS Digital Marketing
DMK 135	Social Media Marketing and Management	3	X	X
DMK 150	Search Engine Optimization & Marketing	3	X	X
DMK 163	Introduction to Digital Advertising	3	X	X
CLD 122	Introduction to Web Development	3	X	X
SPH 101	Public Speaking	3		X
		<b>Total</b>	<b>12</b>	<b>15</b>

Semester 4				
Course Number	Course Title	Credit Hours	TC Digital Marketing	AAS Digital Marketing
DMK 155	Photography Fundamentals	2	X	X
DMK 160	Introduction to Analytics	3	X	X
CLD 147	Website Production & Management	3	X	X
DMK	Experiential Learning Electives**	4		X
	Math Elective	3		X
		<b>Total</b>	<b>9</b>	<b>15</b>

**Experiential Learning Electives (Pick One)				
Course Number	Course Title	Credit Hours	TC Digital Marketing	AAS Digital Marketing
DMK 170	Digital Marketing Capstone	4		X
DMK 175	Digital Marketing Internship	4		X
		<b>Total</b>	<b>0</b>	<b>4</b>