



DIGITAL MARKETING TO PROFESSIONAL STUDIES A.S.

This is a suggested, full-time pathway. Not all courses are available in each semester. Students will develop a sequence of courses that best meets their needs in consultation with advisors and using the planning tools available.

SEMESTER MAP

| | Semester 1 | Semester 2 | Semester 3 | Semester 4 | Semester 5 |
|---------------------------|--|--|---|--|--|
| | INT-1050 Dimensions of Self & Society | ENG-1061 English Composition | <i>Research & Writing Intensive</i> | HUM-2010 Seminar in Educational Inquiry* | HUM-2010 Seminar in Educational Inquiry* |
| | COM-1070 Social Media & Communication | CIS-1170 Introduction to Web Analytics | <i>Humanistic Perspectives</i> | <i>Social Science</i> | <i>Natural Science</i> |
| | BUS-1135 Introduction to Digital Marketing | BUS-2245 Search Engine Marketing & Optimization* | BUS-1320 Principles of Supervision, BUS-2020 Principles of Management or BUS-2210 Small Business Management | <i>Arts & Aesthetics</i> | INT-2860 Professional Field Experience* |
| | CIS-1151 Website Development | BUS-2380 Digital Marketing & E-commerce* | ACC-1001 Office Accounting | <i>Communication</i> | |
| | BUS-1010 Introduction to Business | BUS-2390 Social Media Strategy for Business | <i>Mathematics</i> | | |
| Semester Credits | 15 credits | 15 credits | 15 credits | 12 credits | 9 credits |
| Cumulative Credits | 15 credits | 30 credits | 45 credits | 57 credits | 66 credits |

* Course has prerequisite. Prerequisite courses are included in semester map, please consult catalog for more information. Electives and general education choice courses are italicized.