



DIGITAL MARKETING TO BUSINESS 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>	<i>Arts & Aesthetics</i>	HUM-2010 Seminar in Educational Inquiry*
	COM-1070 Social Media & Communication	CIS-1170 Introduction to Web Analytics	<i>Humanistic Perspectives</i>	<i>ACC-2121 Financial Accounting</i>	<i>Natural Science</i>
	BUS-1135 Introduction to Digital Marketing	BUS-2245 Search Engine Marketing & Optimization*	ECO-2020 Macroeconomics or ECO-2030 Microeconomics	<i>Communication</i>	BUS-2740 Business Analysis & Decision Making*
	CIS-1151 Website Development	BUS-2380 Digital Marketing & E-commerce*	BUS-2020 Principles of Management or BUS-2210 Small Business Management	BUS-2440 Introduction to Business Law	
	BUS-1010 Introduction to Business	BUS-2390 Social Media Strategy for Business	<i>Mathematics</i>	BUS-2230 Principles of Marketing or BUS-2430 Small Business Marketing	
Semester Credits	15 credits	15 credits	15 credits	15 credits	9 credits
Cumulative Credits	15 credits	30 credits	45 credits	60 credits	69 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.