



## 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 &amp; 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 &amp; 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>		
<b>Semester Credits</b>	15 credits	15 credits	15 credits	12 credits	9 credits
<b>Cumulative Credits</b>	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.