



## DIGITAL MARKETING TO DESIGN & MEDIA STUDIES A.A.

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
	INT-1050 Dimensions of Self & Society	BUS-2245 Search Engine Marketing & Optimization	ART-1210 Introduction to Adobe Creative Cloud	<i>Natural Science</i>
	COM-1070 Social Media & Communication	CIS-1170 Introduction to Web Analytics	ART-1011 Drawing I or ART1060 Two-Dimensional Design	<i>Social Science</i>
	BUS-1135 Introduction to Digital Marketing	ENG-1061 English Composition	COM-1180 Storytelling through Media	<i>Humanistic Perspectives</i>
	CIS-1151 Website Development	BUS-2380 Digital Marketing and E-commerce	<i>Mathematics</i>	ART-2170 Project & Portfolio Development*
	COM-1045 Introduction to Visual Communication	BUS-2390 Social Media Strategy for Business	<i>Research &amp; Writing Intensive*</i>	HUM-2010 Seminar in Educational Inquiry
<b>Semester Credits</b>	15 credits	15 credits	15 credits	15 credits
<b>Cumulative Credits</b>	15 credits	30 credits	45 credits	60 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.