

Digital Marketing Associate of Applied Science - Online

Degree Type

Associate of Applied Science

Environment

online

Program Length

48 weeks

Overview

The Digital Marketing curriculum prepares you for work in the ever-changing digital marketing industry and addresses the complex worlds of marketing, emerging technology, and digital entrepreneurship. You will graduate with the skills you need to meet the challenges of an industry affected by rapid advances and changes in technology. In this program, you will learn how to create a viable marketing and strategic plan for selling products or services, develop and cultivate a brand, and protect that entity within the digital community. You will study a full range of digital marketing subjects, including search engine optimization, content strategy, campaign development, and display advertising. In addition to courses developing your marketing-specific skills, you will also have courses focused on statistics, physical science, cultural studies, and how to prepare yourself for a career in the industry.

Objective

Associate of Applied Science The goal of the Digital Marketing Associate of Applied Science degree program is to provide you with the focused knowledge and understanding needed to pursue entry-level positions such as marketing coordinator, marketing analyst, marketing assistant, and a variety of others. This program is designed to develop professionals who can adapt to the ever-changing nature of the marketing industry and who understand how its fluidity affects consumer behavior. In addition to technical proficiency and theoretical knowledge, the program helps you develop critical-thinking, problem-solving, and analytical skills that will provide you a solid set of career-focused foundational competencies. This career-focused education will equip you with the tools to sustain a productive career path in the world of marketing.

Month 1

Code	Title	Credit Hours
GEN1011	Creative Presentation	3.0

Month 2

Code	Title	Credit Hours
DEP1013	Psychology of Play	3.0

Month 3

Code	Title	Credit Hours
BEM1001	Business in the Entertainment and Media Industries	4.0

Month 4

Code	Title	Credit Hours
ENC1101	English Composition I	4.0
MKT210	Introduction to Marketing	4.0

Month 5

Code	Title	Credit Hours
IMK241	Fundamentals of Web Design	4.0
MKT1414	Marketing Research	4.0

Month 6

Code	Title	Credit Hours
BUS119	Project and Portfolio I: Personal Branding	3.0
DMK1111	Professional Development Seminar I: Digital Marketing	1.0

Month 7

Code	Title	Credit Hours
MKT163	Storytelling for Marketing	3.0
MKT2418	Fundamentals of Public Relations	4.0

Month 8

Code	Title	Credit Hours
IMK322	Content Strategy, Development, and Marketing	3.0
ACG3223	Business Accounting	4.0

Month 9

Code	Title	Credit Hours
BUS229	Project and Portfolio II: Market Research	3.0
DMK2222	Professional Development Seminar II: Digital Marketing	1.0

Month 10

Code	Title	Credit Hours
IMK345	Social Media Marketing	3.0

Month 11

Code	Title	Credit Hours
MKT3014	Marketing Law and Contracts	4.0

Month 12

Code	Title	Credit Hours
MAR239	Project and Portfolio III: Marketing	3.0
DMK473	Digital Analytics and Reporting	4.0
Total Credit Hours		62

Note: Associate of Applied Science (A.A.S.) degree programs are designed to prepare students for entry into technical and professional fields. A.A.S. degree programs are fully transferable into related Full Sail University bachelor's programs. The transferability of credit from Full Sail to another institution is at the discretion of the accepting institution. It is the student's responsibility to confirm whether or not credits will be accepted by another college.