

ROWAN COLLEGE OF SOUTH JERSEY
DIGITAL MARKETING
Associate in Applied Science (A.A.S.) – Career
Program Requirements

The goal of this career program is to provide the basic knowledge and skills necessary for success in the field of marketing in our digital world. The degree will prepare students with tools to develop and implement contemporary marketing initiatives within any type of organization.

Students who have completed the program will be able to:

- Understand, apply and integrate digital marketing strategies
- Communicate effectively and professionally with a variety of audiences
- Utilize technology to capture, present and analyze information that supports general business and especially marketing processes

Required General Education and Core Courses

<u>Communications</u>	<u>Credits</u>
ENG 101 English Composition I	3
ENG 102 English Composition II	3
<u>Humanities or Social Science</u>	
____ ____ Social Science elective OR Humanities elective	3
<u>Mathematics</u>	
MAT 103 Statistics	3
<u>General Education Elective</u>	
____ ____ General Education elective	3-4
SPE 101 Oral Communications	3
CIS 102 Introduction to Computers	4
<u>Business</u>	
BUS 101 Introduction to Business	3
BUS 102 Accounting I	4
BUS 221 Principles of Marketing	3
BUS 224 Social Media & Internet Marketing	3
BUS 225 Principles of Advertising	3
BUS 231 Principles of Management	3
COM 104 Business Communications	3
<u>Computer Information Systems</u>	
CIS 151 Web Development – HTML/CSS	4
CIS 154 Advanced Web Development	3
CIS 207 Management Information Systems	3
<u>Cooperative Education</u>	
CEP 211 Cooperative Education Work Experience	3
<u>Program Elective (select one)</u>	3-4
ART 141 Introduction to Photoshop OR	
BUS 103 Accounting II OR	
BUS 107 Business Law I OR	
BUS 241 Business Ethics OR	
BUS 239 Organizational Behavior OR	
CGA 115 Foundations of Computer Graphic Arts OR	
CIS 120 Spreadsheets – Excel OR	
COM 220 Mass Media	
<u>TOTAL MINIMUM CREDITS:</u>	<u>60</u>

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FIRST YEAR – Fall Semester Credits

___	ENG 101	English Composition I	3
___	BUS 101	Introduction to Business	3
___	CIS 102	Introduction to Computers	4
___	CIS 151	Web Development - HTML/CSS	4
___	MAT103	Statistics	3
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FIRST YEAR – Spring Semester

___	ENG 102	English Composition II	3
___	BUS 221	Principles of Marketing	3
___	CIS 154	Advanced Web Development	3
___	___	Program Elective*	3-4
___	___	General Education Elective	3
			15-16

SECOND YEAR – Fall Semester

___	SPE 101	Oral Communications	3
___	BUS 102	Accounting I	4
___	BUS 224	Social Media and Internet Marketing	3
___	BUS 231	Principles of Management	3
___	COM 104	Business Communication	3
			16

SECOND YEAR – Spring Semester

___	___	Humanities or Social Science elective	3
___	CIS 207	Management Information Systems	3
___	BUS 225	Principles of Advertising	3
___	CEP 211	Cooperative Education Work Experience	3
			12

TOTAL MINIMUM CREDITS: 60

***Program Elective (select one)**

- ART 141 Introduction to Photoshop OR
- BUS 103 Accounting II OR
- BUS 107 Business Law I OR
- BUS 241 Business Ethics OR
- BUS 239 Organizational Behavior OR
- CGA 115 Foundations of Computer Graphic Arts OR
- CIS 120 Spreadsheets – Excel OR
- COM 220 Mass Media