

DIGITAL MARKETING AND MEDIA

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The **Digital Marketing and Media Major** is designed to provide hands-on education for individuals desiring to enter, advance or improve their skills in the growing fields of digital marketing and media. This degree provides a broad base of marketing knowledge with an emphasis on cutting-edge digital and social media marketing skillsets. The degree also focuses on hands-on technology and software skills that are critical in the fields of digital marketing and media. Students have an opportunity to select from two different track specializations (Marketing or Media) while completing this degree. (Please see below for additional details on these tracks.)

The track specializations provide an easy pathway for students to be able to double major in the Business Administration Degree or pick up additional related certificates. Completion of the Digital Marketing and Media degree is an academic accomplishment that increases employment potential and can be an important stepping stone toward the attainment of a baccalaureate degree. **This associate's degree can be earned fully online.**

Program Learning Outcomes

Upon completion, the student will be able to:

1. Construct an integrated marketing strategy and plan incorporating the marketing mix.
2. Create graphic and digital design layouts, websites, and videos focusing on user experience using industry standard software.
3. Develop the ability to be a problem solver utilizing critical thinking skills as they apply to their chosen profession.
4. Prepare written and oral communication in professional formats.
5. Apply ethical and professional behavior while working as an individual and as part of a team.

Marketing Track (See Academic Plan tab for specific course details)

Students complete courses in communication, customer service, public relations, mobile marketing, sales techniques, video editing, and website development. This track is for students who desire career positions as social media managers, public relations specialists, digital marketing associates, sales representatives, customer service representatives, and other challenging marketing-related jobs.

Student's completing the Marketing Track will have the opportunity to earn professional certifications in:

- Google Analytics 4
- HubSpot Inbound Marketing
- HubSpot Outbound Marketing
- Hootsuite Platform
- Hootsuite Social Marketing
- Adobe InDesign
- Adobe Photoshop

- Adobe Illustrator
- Adobe - Premier

Media Track (See Academic Plan tab for specific course details)

Students approach media from creative and technical perspectives. Students will take advantage of the latest software to design and produce advertisements and websites, create animation, edit digital pictures and digital video, and produce a variety of other media communication vehicles that meet the needs of the digital marketplace. This track is for students who desire career positions as website developers, publishers, illustrators, graphic designers, multimedia producers, social media managers, and digital marketing associates. Course content covers objectives for various certifications, including:

Student's completing the Media Track will have the opportunity to earn professional certifications in:

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe - Premier
- Adobe – After Effects
- Adobe – Animate

Technical Standards

See here for details.

Tech Prep Partner

See here for details.

Digital Marketing and Media (Available Fully On-line) Associate of Applied Business Degree

First Year

First Semester

COM 1110	English Composition	3
CPT 1210	Introduction to Digital and Emerging Technologies	3
CPT 1250	Computer Applications in the Workplace	3
ECN 1430 or ECN 1410	Microeconomics or Macroeconomics	3
MKT 1010	Principles of Marketing	3
SDE 1010	First Year Experience	1

Term Hours 16

Second Semester

BUS 1000	Power Skills for Business Professionals	1
CPT 2650	Creating and Editing Digital Images	3
HST 1620 or POL 1010	American History Since 1877 or American Government	3
MKT 2000	Digital Marketing and Analytics	3
MTH 1151 or MTH 1260 or MTH 1370	Quantitative Reasoning ¹ or Statistics or College Algebra	3
SOC 1010	Sociology	3

Media or Marketing Track Requirements (See Track Details Below) 3

Term Hours 19

Second Year

First Semester

CPT 1580	Introduction to Graphic Design and Layout	3
CPT 2670	Graphics Software and Applications	3
MKT 2300	Social Media Marketing	3
Media or Marketing Track Requirements (See Track Details Below)		6

Term Hours 15

Second Semester

BUS 2901	Field Experience (Internship)	1
COM 2213	Verbal Judo	3
MGT 2010	Organizational Behavior	3
MKT 2490 	Applications in Digital Marketing and Media	2
Media or Marketing Track Requirements (See Track Details Below)		3-5

Term Hours 12-14

Total Hours 62-64

¹ If planning to transfer, take MTH 1260 or higher.

Marketing Track Requirements

First Year

Second Semester

AOT 2640	Spreadsheet Software and Applications	3
Term Hours		3

Second Year

First Semester

COM 1160	Business Communications	3
MKT 2210	Comprehensive Sales Techniques	3
Term Hours		6

Second Semester

CPT 2700 or CPT 2755	Digital Video Editing or Web Content Management Systems	3
MKT 1610	Customer Service	1
MKT 1620	Public Relations	1
Term Hours		5

Total Hours 14

Media Track Requirements

First Year

Second Semester

CPT 2700	Digital Video Editing	3
Term Hours		3

Second Year

First Semester

CPT 2755 or AVI 1000	Web Content Management Systems or Unmanned Aerial Systems	3
CPT 2760	Animation I	3
Term Hours		6

Second Semester

CPT 2770	Animation II	3
Term Hours		3
Total Hours		12