

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.**

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.

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:

- Adobe ACE Dreamweaver
- Adobe ACE InDesign
- Adobe ACE Photoshop
- Adobe ACE Illustrator
- Adobe ACE Animate
- Adobe ACE After Effects
- Adobe ACE Premiere Pro

Technical Standards

See here for details.

Tech Prep Partner






See here for details.

Digital Marketing and Media

Associate of Applied Business Degree

First Year

First Semester

COM 1110 	English Composition	3
CPT 1250	Computer Applications in the Workplace	3
CPT 2650	Creating and Editing Digital Images	3
ECN 1430	Micro Economics	3
MKT 1010 	Principles of Marketing	3
		
SDE 1010 	First Year Experience	1
		

Term Hours 16

Second Semester

CPT 2670	Graphics Software and Applications	3
MKT 2000	Digital Marketing and Analytics	3
PSY 1010	General Psychology	3
or SOC 1010	or Sociology	
Media or Marketing Track Requirements (See Track Details Below)		6

Term Hours 15

Second Year



First Semester

COM 2110	Public Speaking	3
or COM 2213	or Verbal Judo	
CPT 1580	Introduction to Graphic Design and Layout	3
MKT 2300	Social Media Marketing	3
MTH 1151	Quantitative Reasoning ¹	3-5
or MTH 1190	or Finite Mathematics/Business	
or MTH 1210	or Mathematics I	
or MTH 1260	or Statistics	
or MTH 1370	or College Algebra	
or MTH 1430	or Trigonometry	
or MTH 1611	or Business Calculus	
or MTH 1711	or Calculus I	
or MTH 1100	or Math of Business	

Media or Marketing Track Requirements (See Track Details Below)		3
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Term Hours 15-17

Second Semester

BUS 2991	Internship (Practicum)	1
BUS 2992	Internship (Seminar)	1
MGT 2010	Organizational Behavior	3
MKT 2490 	Applications in Digital Marketing and Media	2
		

Media or Marketing Track Requirements (See Track Details Below)		6
Any Science or Humanities course elective (see list below).		3-4
Term Hours		16-17
Total Hours		62-65

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

Marketing Track Requirements

First Year

Second Semester

AOT 2640	Spreadsheet Software and Applications	3
COM 1160	Business Communications	3
MKT 1610	Customer Service	1
Term Hours		7

Second Year

First Semester

MKT 2210	Comprehensive Sales Techniques	3
Term Hours		3

Second Semester

CPT 2700	Digital Video Editing	3
or CPT 2760	or Animation	
or CPT 2750	or HTML and CSS	
MKT 1620	Public Relations	1
MKT 1630	Mobile Marketing	1
Term Hours		5
Total Hours		15

Media Track Requirements

First Year

Second Semester

CPT 2700	Digital Video Editing	3
CPT 2750	HTML and CSS	3
Term Hours		6

Second Year

First Semester

CPT 2000	Emerging Technology	3
Term Hours		3

Second Semester

CPT 2760	Animation	3
CPT 2770	Animation II	3
Term Hours		6
Total Hours		15

Science and Humanities Course Electives

Code	Title	Hours
BIO 1000	Basic Human Structure and Function	3
BIO 1090	Concepts in Biology	4
BIO 1110	Anatomy and Physiology I	4
BIO 1120	Anatomy and Physiology II	4
BIO 1400	Microbiology	4
BIO 2121	Introduction to Human Genetics	4
CHM 1110	Introductory General Chemistry	4
CHM 1120	Introductory Organic and Biochemistry	4
GLG 1000	Physical Geology	4
GLG 1004	Historical Geology	4
HST 1011	Western Civilization I	3
HST 1012	Western Civilization II	3
HST 1333	World Civilization I	3
HST 1334	World Civilization II	3
HST 1610	American History to 1877	3
HST 1620	American History Since 1877	3
HST 2300	Technology and Civilization	3
HST 2510	History of Latin America	3
HST 2521	Women in World History	3
LIT 1450	Introduction to Film	3
LIT 2210	Introduction to Literature	3
LIT 2215	Native American Literature	3
LIT 2227	Literature of Graphic Novels	3
LIT 2228	African-American Literature	3
LIT 2241	World Literature I	3
LIT 2242	World Literature II	3
LIT 2250	The American Short Story	3
LIT 2260	Fantasy Literature	3
LIT 2301	British Literature I	3
LIT 2305	Introduction to Shakespeare	3
LIT 2310	Literature and the Holocaust	3
LIT 2450	Themes in Literature and Film	3
MUS 1010	Music Appreciation I	3
THR 1010	Introduction to Theatre	3

The Accounting, Business Administration, and Human Resource majors are accredited by the Accreditation Council for Business Schools and Programs (ACBSP)

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