

Columbus State Community College

Plan of Study

Business Programs

Digital Marketing AAS

Name _____
 Student # _____
 Date Entered _____
 Advisor _____

**BUSINESS AND ENGINEERING
 TECHNOLOGIES DIVISION**
 Effective Autumn Semester 2016

FIRST SEMESTER		G/T/B	CR	
CSCI 1101	Computer Concepts and Applications	T	3	
ECON 2200	Principles of Microeconomics	G	3	
ENGL 1100	Composition I	G	3	
ACCT 1211	Financial Accounting	B	3	
BMGT 1111	Business Management	B	3	
COLS 1100	First Year Experience Seminar	B	1	
TOTAL			16	

SECOND SEMESTER		G/T/B	CR	
MKTG 1105	Retailing	T	3	
MKTG 1110	Marketing Principles	T	3	
HUM 1100	Introduction to Humanities	G	3	
STAT 1400	Statistical Concepts for Business	G	3	
ACCT 1212	Managerial Accounting	B	3	
TOTAL			15	

SUMMER SEMESTER		G/T/B	CR	
BMGT 2250	Project Management Principles	B	3	
COMM 2200	Business Communication	G	3	
TOTAL			6	

THIRD SEMESTER		G/T/B	CR	
MKTG 1125	Introduction to Social Media	T	3	
MKTG 2200	Digital Marketing	T	3	
MKTG 2550	Marketing Info & Consumer Analysis	T	3	
CSCI 1320	Database Fundamentals	T	2	
IMM 1220	Digital Media Preparation	B	2	
TOTAL			13	

FOURTH SEMESTER		G/T/B	CR	
MKTG 2100	Social Media Marketing Strategy	T	3	
MKTG 2360	Direct & Database Marketing	T	3	
MKTG 2400	Advertising & Promotion	T	3	
BMGT 2299	Case Studies in Strategic Mgmt. (3) <i>OR</i>	T		
MKTG 2802	Marketing Seminar <i>AND</i>	T	1	
MKTG 2902	Marketing Practicum	T	1	
MKTG XXXX	Technical Elective (select from list)	T	3	
TOTAL			14	

TECHNICAL ELECTIVES (minimum 3 hours)		CR	
MKTG 1120	Branding	3	
MKTG 1230	Customer Service & Sales	3	
MKTG 2290	Business-to-Business Marketing	3	
MKTG 2450	Services & Non-Profit Marketing	3	
MKTG 2750	Global Marketing	3	

GRADUATION REQUIREMENTS	
G = General Education	
B = Basic Education	
T = Technical Education	
Total General Ed.	15
Total Basic	15
Total Non-Technical	30
Total Tech. Ed.	34
TOTAL CREDITS	64