



Digital Marketing - Academic Planner

Associate of Applied Science Degree: 10-104-3

Campus: Fond du Lac, West Bend

Curriculum for 2013-2014

10/26/2012

Program Advisor: _____

Entrance Assessment Scores		ACT	Accuplacer
Assessment Areas			
English/Sentence Skills		16	76
Reading/Reading Comprehension		16	67
Math/Arithmetic		16	64

✓	T/G	Course		Title	Hours / Week			Total		Prerequisites	Typically Offered			Comments	
		Subj	Num		Lec	Lab	Other	Hours	Credits		S	F	SP		
Term 1:											S	F	SP		
New Program Students: Attend New Student Orientation and your Priority Registration Session															
	T	102	110	Introduction to Business	3			54	3	Completion of or concurrent enrollment in 890-101 College 101	x	x	x		
		103	159	**Computer Literacy - Microsoft Office		2		36	1		x	x	x	**Institutional Requirement. May be eligible for Advanced Standing.	
	T	104	102	Marketing Principles	2	2		72	3	Completion of or concurrent enrollment in 102-110 Introduction to Business			x		
	T	204	112	Digital Graphic Design	2	2		72	3	Completion of or concurrent enrollment in 103-159 Computer Literacy - Microsoft Office; 890-101 College 101				x	Basic computer skills are recommended
	G	801	136	English Composition 1	3			54	3		x	x	x		
	G	804	107	College Mathematics	3			54	3		x	x	x		
	G	890	101	**College 101	2			36	2		x	x	x	**Institutional Requirement	
Total 1st Term Credits									18						
Term 2:											S	F	SP		
	T	102	135	Business Technology and Innovation	3			54	3	Completion of or concurrent enrollment in 103-159 Computer Literacy - Microsoft Office		x	x		
	T	104	104	Web Research and Analytics	2	2		72	3			x	x		
	T	104	140	Integrated Marketing Communications	3			54	3	104-102 Marketing Principles		x	x		
	T	152	106	Web Site Design	2	2		72	3			x	x		
	T	206	110	Video / Sound Editing	2	2		72	3				x		
	G	801	196	Oral and Interpersonal Communication (or)	3			54	3			x	x		
	G	801	198	Speech											
Total 2nd Term Credits									18						

✓	T/G	Course		Title	Hours / Week			Total Hours	Credits	Prerequisites	Typically Offered			Comments
		Subj	Num		Lec	Lab	Other				S	F	SP	
Term 3:											S	F	SP	
	T	101	184	Principles of Accounting	2	2		72	3			x	x	
	T	104	110	Global Marketing	3			54	3	Completion of or concurrent enrollment in 104-102 Marketing Principles		x		
	T	104	117	Digital Marketing, Public Relations, and Social Media	2	2		72	3				x	
	T	104	125	Advertising and Social Media Campaign*	2	2		72	3	104-102 Marketing Principles				x
	T	152	109	Search Engine Optimization	2	2		72	3		x	x		
	G	809	196	Introduction to Sociology	3			54	3	801-136 English Composition 1	x	x	x	
				Total 3rd Term Credits					18					
Term 4:											S	F	SP	
				Apply for Graduation (which includes a \$30 graduation fee)										
	T	105	140	Business Decision Making	2	2		72	3	101-184 Principles of Accounting or 101-108 Accounting for Non-Accountants; 104-102 Marketing Principles				x
	T	105	150	Business Practice Firm* (or)	2	2		72	3	Completion of 45 program credits or sophomore status		x	x	
	T	105	151	International Business Practice Firm* (or)	2	2		72		Completion of 45 program credits or sophomore status		x	x	
	T	105	152	Business Practicum*	2	2		72		Completion of 45 program credits or sophomore status		x	x	
	G	809	166	Introduction to Ethics: Theory and Application	3			54	3	801-136 English Composition 1	x	x	x	
	G	809	195	Economics	3			54	3	801-136 English Composition 1	x	x	x	
	G	809	199	Psychology of Human Relations (or)	3			54	3		x	x	x	
	G	809	198	Introduction to Psychology							x	x	x	
				Total 4th Term Credits					15					
				Total Program Credits and Institutional Requirements					69					
**The credits for 103-159 Computer Literacy-Microsoft Office and 890-101 College 101 are Institutional Requirements for graduation. Consequently, they are not part of the program credit requirements.														
*Successful completion of a checklist/rubric is the exit assessment graduation requirement for the program.														
T/G: T - Technical Studies course; G - General Studies course														
Semester Codes: S-Summer; F-Fall; SP-Spring														
Curriculum and program acceptance requirements are subject to change.														
If Student Success Center or General College courses (ie: 831-103 Intro to College Writing, 838-104 Intro to College Reading, 834-109 Pre-Algebra) are required based on college placement; or if the student elects part-time enrollment, the time required to complete the program will increase.														
For a complete list of course descriptions for this program, please consult the College Catalog at http://www.morainepark.edu/MPTCCatalog .														