

Technical and Digital Marketing, AAS

Academic Year 2024-2025

Program Description:

The Technical and Digital Marketing Program is filled with dynamic and comprehensive curriculum designed to cultivate expertise in the ever-evolving landscape of digital marketing. Throughout the program, participants will showcase mastery in marketing strategy, storytelling techniques, branding principles, and in-depth analysis to create a robust foundation for brand development. The curriculum places a strong emphasis on fostering multi-channel media fluency, ensuring participants can adeptly apply communication skills across oral, written, visual, digital and technological platforms to engage diverse stakeholders effectively. Participants will further hone their decision-making, problem-solving and conflict management skills, identifying and implementing best practices in marketing. By the program's conclusion, participants will emerge as digital marketing experts, poised to navigate the complexities of the digital landscape with strategic prowess and ethical integrity.

Salary Information:

For the most current salary information, please refer to the Bureau of Labor Statistics "Occupational Outlook Handbook" found at www.bls.gov/ooh/.

Program Outcomes:

- Apply marketing and advertising strategies in the development and promotion of a brand
- Exhibit multi-channel media fluency, across various digital and audio platforms
- Develop and execute a social media campaign
- Create user-generated content across various social media and web management platforms
- Utilize appropriate web analytics tools and key performance indicators to capture appropriate metrics for assessing the effectiveness and efficiency of marketing activities

Program Admission Requirements:

The college adheres to an open admission policy which means applicants with a high school diploma or a GED are eligible for admission. Applicants with neither a high school diploma nor a GED may be admitted on a conditional basis.

Contact Information:

Abby Hanlon

Room 225

Phone: (304) 710-3383

Email: hanlone@mctc.edu

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Technical and Digital Marketing Major Code – CD30

Name:	ID Number 942-
Educational Counselor:	
Faculty Advisor:	

COURSES REQUIRED

COURSE	REQUIREMENTS	SEM	HRS	GR	SUBSTITUTE/REPEAT CRS	SEM	CR
ART 101	Introduction to Visual Art		3				
DMK 101	Introduction to Social media Marketing		3				
DSGN 101	Motion Design I		3				
DMK 110	Introduction to Digital Marketing		3				
DMK 102	Content Creation		3				
			15				
COM 112	Oral Communication		3				
DMK 111	Web Management		3				
DMK 201	Social Media Campaigns		3				
DSGN 160	Digital Photography		3				
ENL 131	Business and Technical Writing ¹		3				
			15				
DMK 212	Digital Advertising and Promotion		3				
DMK 230	Digital Storytelling		3				
DSGN 170	Digital Filmmaking		3				
IT 110	Computer Skills for Designers		3				
MAT 120	Applied Professional Math ²		1				
			15				
DMK 200	Podcast Production and Audio		3				
DMK 240	Branding		3				
DMK 250	Creative Strategy		3				
DMK 290	Digital Marketing Campaign Management		1				
PSYC 200	General Psychology		3				
			13				

¹ ENL 131 has a prerequisite of placement in 100-level English or a co-requisite of ENL 095

² MAT 120 has a prerequisite of placement in 100-level Math or a minimum ACT Math score of 19 or SAT Math score of 510.

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