

# DIGITAL MARKETING (A.A.S.)+

In today's marketplace, online channels play an increasingly critical role in a company's overall marketing plan. Digital marketing allows businesses to leverage their websites in order to increase return on investment. You will develop skills in the placement and analysis of media through search engine marketing, search engine optimization, banner ads, email marketing, and mobile advertising. This program prepares you to create and manage an analytics program for web sites, optimize the effectiveness of site content, and manage the usability of the site interface and its navigational structure. You will learn how to analyze and understand data generated by web analytics reporting tools such as Google Analytics and to make suggestions for practical improvements that can be implemented in the web site to enhance visitor experience and company profitability. This program includes two full semesters of internships. You will be prepared to complete the Google Analytics Individual Qualification (IQ) test.

All associate degrees include completion of general education requirements which, together with program requirements, constitute a minimum of 60 credits. In some cases program requirements also fulfill general education requirements. You may not use a single course to meet two general education requirements.

## General Education Requirements for A.A.S.

### Core Competencies

Complete at least one course in each of the following:

- First semester seminar \_\_\_\_\_
- Technological Literacy  
CIS 1041 - Microcomputer Applications I
- Communication  
COM 1180 - Storytelling through Media  
*Meets graduation standard in oral communication*
- English Composition  
ENG 1061 - English Composition
- Mathematics  
MAT 2021 - Statistics I
- Research & Writing Intensive \_\_\_\_\_

### Areas of Inquiry

Complete at least one course in each of the following:

- Scientific Method \_\_\_\_\_

### Integrative Approaches

- HUM 2010 -Seminar in Educational Inquiry  
*Meets graduation standard in writing and information literacy*
- Quantitative Reasoning Assessment  
*Meets graduation standard in quantitative reasoning*

## Program Requirements

Courses are listed in the order in which we recommend you take them.

- CIS 1041 - Microcomputer Applications I \*
- MAT 2021 - Statistics I \*
- CIS 1410 - Intermediate Spreadsheets
- CIS 1151 - Website Development
- CIS 2140 - Programming for the Internet
- CIS 2440 - Intermediate Website Development
- COM 1070 - Social Media & Communication
- COM 1180 - Storytelling through Media \*
- CIS 1150 - Introduction to Internet Marketing
- CIS 1170 - Introduction to Web Analytics
- CIS 1801 - Digital Marketing Internship I
- CIS 2170 - Web Analytics Strategies & Processes
- CIS 2180 - Search Engine Marketing & Optimization
- CIS 2080 - Foundations of Content Management Systems
- CIS 2190 - Decision Making through Business Intelligence
- CIS 2802 - Digital Marketing Internship II

Note(s)

\*You may use a course to meet both a program requirement and a general education requirement; however, you may not use a single course to meet two general education requirements.

**Minimum Total Credits in Degree: 63**

+ This program can be completed fully online.

## Program Outcomes

### Graduates of the Digital Marketing program will be able to:

- design creative, practical, and efficient internet marketing solutions to directly drive results for a business;
- define, plan, and implement web analytics capabilities and perform ongoing improvements to analytics tool implementation;
- design and build custom reports to meet web analytics requirements;
- articulate and demonstrate knowledge of web analytics and business intelligence to clients in terms that are easy to understand and relevant to their business needs;
- successfully complete Google Analytics Individual Qualification (IQ) test;
- demonstrate academic skills required of all CCV graduates, including competency in writing, information literacy, oral communication, quantitative reasoning; and
- explore pathways for educational and career development in the student's field of study.

### The Digital Marketing program is great for you if:

- you have an aptitude for technology;
- you like working with numbers;
- you are able to present information and ideas in writing;
- you enjoy working as part of a team;
- you are interested in website analysis and consultation; and
- you wish to pursue a career immediately upon completion of an associate degree rather than pursuing a four year degree.

### Key information and advice for students in the Digital Marketing program:

- Students will complete a program portfolio as part of both internship courses, which will be comprised of artifacts demonstrating students' ability to design and build a simple website, establish metrics, analyze data, and implement analytics strategies.
- The Google Analytics Individual Qualification is a marketable credential in Google Analytics available to individuals who pass Google's Analytics IQ test.
- This is the only Digital Marketing AAS program in Vermont, and the New England region.
- This program was developed in partnership with Vermont employers specializing in content management, branding, web development, and market research.
- Most courses in this program are available in an online format.

### The Digital Marketing program prepares you for careers such as:

- Web Analytics Specialist
- Search Engine Marketing Specialist
- Internet Marketer

### Job outlook in Digital Marketing in the state of Vermont:

<i>Title</i>	<i>Median Salary</i>	<i>Projected Growth (10 Yrs)</i>
Media and Communication Worker	\$43,100 nationwide*	10%
Web Developer	\$63,400	no trend data
No data exist specific to Vermont		

Source: Vermont Department of Labor, <http://www.vtlni.info/occupation.cfm>