

Digital Media and Marketing

Associate in Science Degree

This program provides the skills and knowledge required for digital media marketers to communicate effectively in visual and verbal format; to prepare students to use creative methodology to solve visual problems; to provide advance knowledge of marketing through diverse global, cultural, and historical perspectives; to provide opportunities for students to utilize technology to create effective marketing campaigns; and to prepare students to demonstrate information literacy through the evaluation of media. Graduates will be prepared to transfer and enter the fields of social media marketing, public relations, media design and planning, and social media strategies. This program allows students through the SUNY Communication: Media transfer pathway.

Total Credit Hours: 64

First Semester

CF100 College Foundations Seminar	1.0
EN101 English 1: Composition	3.0
HI101 History of Civ 1	3.0
MD161 Visual Communication	3.0
GD145 Digital Applications 1	3.0
PT207 Digi Photo 1: Camera & Editing	3.0
Physical Education Elective	0.5

Second Semester

MA110 Elementary Statistics	3.0
EN102 English 2:Idea&Values Lit	3.0
BM120 Prin of Marketing	3.0
PT106 Multimedia Photography	3.0
GD146 Digital Applications 2	3.0
Physical Education Elective	0.5

Third Semester

EN150 Effective Speech	3.0
PT103 Video and Narrative	3.0
EN196 Journalism	3.0
SO101 Intro Sociology	3.0
MD151 Fundamentals of Media	3.0
Physical Education Elective	0.5

Fourth Semester

HI102 History of Civ 2	3.0
CG214 Motion Graphics	3.0
PY101 Intro General Psychology	3.0
Natural Science Elective	4.0
MD254 Media Planning	3.0
Physical Education Elective	0.5

For successful completion of this program, it is strongly recommended students complete two years of high school mathematics, or the equivalent, and one year of a chemistry (lab included).