

DIGITAL MARKETING & ADVERTISING - ASSOCIATE OF APPLIED SCIENCE

The Digital Marketing and Advertising Associate Degree program equips students with the skills and knowledge necessary to thrive in the rapidly evolving field of online marketing. This comprehensive two-year program combines a solid foundation in marketing principles with specialized training in digital strategies, ensuring graduates are well-prepared for a variety of roles in the digital marketing and advertising industry.

Graduates of the Digital Marketing and Advertising Associate Degree program are prepared for a range of entry-level positions, including: Digital Marketing Specialist, Social Media Coordinator, Content Marketing Assistant, Digital Advertising Coordinator or Email Marketing Associate.

60 credits

The Associate of Applied Science in Digital Marketing and Advertising will prepare students for positions in advertising and marketing fields. Students will have a working knowledge of design principles for print and digital media, illustrations, images, and videos used in marketing products.

Students must complete all University degree requirements, which include: General Education requirements and elective credits to total at least 60 credits. Developmental coursework will not count towards the degree requirements and/or elective credits, but may be needed in order to take the necessary English and Mathematics coursework. New Mexico General Education Requirements (<https://catalogs.nmsu.edu/grants/general-education/>)

Prefix	Title	Credits
General Education		
<i>Select one course from four of the following six content areas for a total of 12-14 credits ^{1,2}</i>		
This degree requires courses from Areas I, III IV, and V; students do not need to take additional courses to complete General Education requirements.		
<i>Area I: Communications</i>		
ENGL 1110G	Composition I	4
<i>Area III: Laboratory Sciences</i>		
Select one course from Area III: Laboratory Science ²		4
<i>Area IV: Social/Behavioral Sciences</i>		
Select one course from Area IV: Social /Behavior Sciences ²		3
<i>Area V: Humanities</i>		
Select one course from Area V: Humanities ²		3
<i>General Education Elective</i>		
COMM 1130G	Public Speaking	3
<i>Major Requirements</i>		
BCIS 1110	Introduction to Information Systems	3
BMGT 138	Advertising	3
BMGT 216	Business Math	3
or MATH 1215	Intermediate Algebra	
BUSA 1110	Intro to Business	3
FDMA 1120	Desktop Publishing	3
FDMA 1220	Introduction to Digital Video Editing	3
FDMA 1360	Web Design I	3

FDMA 1515	Introduction to Digital Image Editing - Photoshop	3
FDMA 1535	Introduction to Illustrator	3
FDMA 1630	Principles of Design	3
MKTG 2110	Principles of Marketing	3
<i>Select a minimum of 10 credits from the following:</i>		
FDMA, ARTS, BMGT, MKTG, BLAW, ACCT, BCIS		10
Total Credits		60

- ¹ Each course selected must be from a different area and students cannot take multiple courses in the same area.
² See the General Education (<https://catalogs.nmsu.edu/grants/general-education/>) section of the catalog for a full list of courses

A Suggested Plan of Study

This roadmap assumes student placement in ENGL 1110G Composition I. The contents and order of this roadmap may vary depending on initial student placement in mathematics and English. It is only a suggested plan of study for students and is not intended as a contract. Course availability may vary from fall to spring semester and may be subject to modification or change.

First Year		
Fall		Credits
BCIS 1110	Introduction to Information Systems	3
BMGT 216	Business Math	3
BUSA 1110	Intro to Business	3
ENGL 1110G	Composition I	4
FDMA 1515	Introduction to Digital Image Editing - Photoshop	3
Credits		16
Spring		
COMM 1130G	Public Speaking	3
FDMA 1120	Desktop Publishing	3
FDMA 1535	Introduction to Illustrator	3
Select one course from Area III: Laboratory Science ¹		4
FDMA/ARTS/BMGT/MKTG/ACCT/BCIS Elective		3
Credits		16
Second Year		
Fall		
FDMA 1220	Introduction to Digital Video Editing	3
FDMA 1360	Web Design I	3
FDMA 1630	Principles of Design	3
MKTG 2110	Principles of Marketing	3
Select one course from Area IV: Social /Behavior Sciences ¹		3
Credits		15
Spring		
BMGT 138	Advertising	3
Select one course from Area V: Humanities ¹		3
FDMA/ARTS/BMGT/MKTG/ACCT/BCIS Elective		3
FDMA/ARTS/BMGT/MKTG/ACCT/BCIS Elective		3
FDMA/ARTS/BMGT/MKTG/ACCT/BCIS Elective		3
Credits		15
Total Credits		62

¹ See the General Education (<https://catalogs.nmsu.edu/grants/general-education/>) section of the catalog for a full list of courses

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