

DIGITAL MARKETING & ADVERTISING - ASSOCIATE OF APPLIED SCIENCE

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