

DIGITAL MARKETING SPECIALIST

Delivery: Daytime and Online Classes

Start: Fall, Spring or Summer Session, Full- or Part-Time

Outcomes

Digital Marketing Specialist A.A.S. Degree60 cr.

Major Description

Digital marketing is using the right techniques to allow a marketer to promote in a digital world. While the basics of marketing still apply, digital marketing isn't just another new channel for marketing. It's a refreshingly new approach to marketing which offers a unique understanding of consumer behavior through a digital world.

Today's marketers must be well versed in social media, mobile marketing, analytics and more. Whether you are a recent graduate, accomplished marketing professional or looking to change careers, the Digital Marketing program will provide you with the knowledge and skills to advance your career.

You will learn a solid foundation of basic marketing concepts while obtaining a solid grasp of digital marketing management and strategies. This program combines theory with practical real-world experience.

Work Environment

Digital marketing uses all sorts of digital media for marketing products, including television, radio, internet and social media. A digital marketing specialist oversees the implementation of different digital media programs for clients. You will also need strong writing and grammar skills, as you may be assigned to blogging or other writing for potential clients. You will be expected to have quick turn-around on projects and be a multi-tasker. You must thrive in an entrepreneurial setting, be able to accomplish tasks on your own or as part of a team. You must be a self starter and have strong project management skills. You must already understand authentic marketing.

Potential Job Titles

- Digital Brand Manager
- Digital Marketing Manager
- eCommerce Marketing Specialist
- Marketing Associate
- Internet Marketing Coordinator
- Internet Marketing Director
- Public Relations Specialist

DIGITAL MARKETING SPECIALIST - A.A.S. DEGREE

MKTC1000	Principles of Marketing	3
MKTC1100	Fundamentals of Sales	3
MKTC1150	Consumer & Professional Buying Behavior	3
MKTC2000	Advertising Practices & Procedures	3
MKTC2105	Marketing Communications Writing	3
MKTC2310	Public Relations	3
MKTC2506	Digital Marketing	3
MKTC2507	Digital Media Tools	3
MKTC2511	Web Development for Marketers	3
MKTC2515	Digital SEM and Analytics	3
MKTC2520	Video Content for Marketers	2
MKTC2550	International Marketing	3
MKTC2600	Marketing Research	3
MKTC2815	Business Law	3
MKTC2900	Portfolio & Interviewing	1
MKTC2970	Marketing Internship	3
Total Credits		45

General Education

ENGL1150	Composition I	3
SPEE1020	Interpersonal Communication	3
	Any course from MnTC Goal Area 3 or 4	3-4
	General Education Electives (Any MnTC area)	5-6
Total Credits		15

TOTAL PROGRAM REQUIREMENTS 60



DAKOTA COUNTY
TECHNICAL COLLEGE

2018-2019 CATALOG

Real Education. Real Results.