

Fall 2024 Schedules (2024-2025 Curriculum)

All CBE (Competency Based Education) Classes are Online

Lab Availability: Travis Lange's Lab Hours: **Monday - Wednesday** 9:00 a.m. - 2:00 p.m.

Students generally need 32 hours to complete 1 credit/competency.

Digital Marketing (Associate Degree 10-104-8)

- Digital Marketing Specialist (●=Classes also in the Embedded Technical Diploma 31-104-5)

Course Title	Credit Value	Catalog Number	Start Dates (Use "Find A Class" to find section numbers)			
			08/26-12-13	09/09-12/13	10/14-12/13	11/11-12/13
Term 1						
• Principles of Marketing	3	10104102	64678	60889		
• Introduction to Business	3	10102110	60890	60891		
• Internet Marketing Foundations	3	10104169	60892	60893		
• Excel - Level 1	1	10103121	Use "Find a Class" to find multiple course offerings.			
• Introductory Statistics	3	10804189	Use "Find a Class" to find multiple course offerings.			
• English Composition 1	3	10801136	Use "Find a Class" to find multiple course offerings.			
Total:			16			

Course Title	Credit Value	Catalog Number	Start Dates (Use "Find A Class" to find section numbers)			
			08/26-12-13	09/09-12/13	10/14-12/13	11/11-12/13
Term 2						
• PowerPoint - Level 1	1	10103161	Use "Find a Class" to find multiple course offerings.			
• Visual Branded Content	3	10104127	23977	23978		
• Content and Copywriting	2	10104177	23979	23890	23981	
• Social Media Strategy	3	10104125	23982	23983		
• Digital Advertising	3	10104176	23986	23987		
• Web Analytics	2	10104173	23988	23989	23990	
• Microeconomics	3	10809143	Use "Find a Class" to find multiple course offerings.			
Total			17			

Course Title	Credit Value	Catalog Number	Start Dates (Use "Find A Class" to find section numbers)			
			08/26-12-13	09/09-12/13	10/14-12/13	11/11-12/13
Term 3						
Photoshop	3	10201108	61302			
Video for Promotion	2	10104178	60894	60895	60896	
Retail Marketing & E-Commerce	3	10104136	60897	60898		
PR and Media	3	10104134	60900			
Speech OR	3	10801198	Use "Find a Class" to find multiple course offerings.			
Oral/Interpersonal Communication		10801196	Use "Find a Class" to find multiple course offerings.			
Total			14			

Course Title	Credit Value	Catalog Number	Start Dates (Use "Find A Class" to find section numbers)			
			08/26-12-13	09/09-12/13	10/14-12/13	11/11-12/13
Term 4						
Selling Strategies	3	10104104	23984	23985		
Internship - Digital Marketing	1	10104126	23995			
Advanced Marketing Concepts	3	10104175	23991			
Career Planning and Networking	1	10116109	23958	23959	23960	23961
Customer Relationship Management	2	10104224	23992	23993	23994	
Introduction to Psychology	3	10809198	Use "Find a Class" to find multiple course offerings.			
Total			13			

Program Total **60**