PAIER COLLEGE

Digital Marketing Degree Catalog

Programs of Study

Digital Marketing and Communication Studies

Program Description

The Digital Marketing and Communication Studies program offers students a theoretical and hands-on, real-world study in digital marketing, digital media and integrated media campaigns.

As an interdisciplinary degree program — merging communication, marketing, and design — it affords academic exploration and practical skills across the challenging marketing milieu in an ever-evolving digital media landscape.

Courses are designed to foster an understanding of effective messaging, audience engagement and creative implementation as students produce integrated campaigns across traditional and digital media.

Students are prepared for professional careers as they work on client projects, engage in internships and develop portfolio-worthy collateral.

Learning Outcomes (BS in Digital Marketing and Communication)

- Build Digital Proficiency: Students will acquire capabilities in becoming proficient with effective digital marketing and production technologies.
- Develop a Strategic Marketing Mindset: Students will acquire knowledge and opportunities to hone their marketing skillset and utilize data in building brand value.
- Become an Effective Communicator: Students will develop and enhance their communication skills across all available platforms of digital marketing communications.

Admissions Requirements

Applicants must possess, at minimum, a high school diploma with at least a 2.0/4.0 GPA. Applicants should have a well-rounded education, gained through general education courses. The Admissions Department will consider writing, speaking, and analytical skills, as demonstrated through high school or collegiate level coursework or professional experience, although professional experience is not a prerequisite for admission. Applicants must submit an application and fee, portfolio, official high school transcript and supporting documents (as requested). Transfer applicants must also submit official transcripts from any/all colleges attended in order to be considered for applied transfer credit(s) at Paier College.

Graduation Requirements

The student must have been admitted as, or have achieved the status of, a matriculated student in the College, and must have attained upper-class or major status.

The student must have completed the last thirty semester hours of work toward his or her degree under the direct auspices of the College. Under exceptional circumstances, the senior academic administrator may slightly modify this requirement.

The student must [resent an overall cumulative quality point ratio of at least 2.0 and, in addition, must have a quality point ratio of 2.0 or better in those courses taken for credit in the major. The student must have earned the number of semester hours of credit required by the College and must not deviate from the curriculum as displayed in this catalog without the written approval of the appropriate senior academic administrator or his/her designate.

Bachelor of Science in Digital Marketing Communication

First Year

Code	Courses	SH/CHW/CHS
Fall		
AS 101	English I	3/3/45
AH 105	History of Western Art I	3/3/45
FYS 101	First Year Seminar	3/3/45
DMCM 205	Introduction to Digital Marketing	3/3/45
MCOM 242	Introduction to New Media	3/3/45
	Fall Semester Total:	15/15/225
Spring		
AS 102	English II	3/3/45
MCOM 110	Public Communication	3/3/45
AS 299	Intro to Creativity and Innovation	3/3/45
DMCM 348	Social Media – Content, Creation, & Analytics	3/3/45
MCOM 220	Introduction to Advertising	3/3/45
	Spring Semester Total:	15/15/225
	First Year Total:	30/30/450

Second Year

Code	Courses	SH/CHW/CHS
Fall		
AS 321	Western Civilization I	3/3/45
AS 231	Mathematical Ideas	3/3/45
AS 205	Introduction to Philosophy	3/3/45
MCOM 218	Media Aesthetics	3/3/45
DMCM 254	Mobile Marketing Communications & Design	3/3/45
	Fall Semester Total:	15/15/225
		30/30/450
Spring		
AS 322	Western Civilization II	3/3/45
AS 258	Introduction to Environmental Science	3/3/45
AH 380	History of Modern Art/Design	3/3/45
DMCM 251	Inbound and Email Marketing	3/3/45
DMCM 250	Affiliate Marketing	3/3/45
	Spring Semester Total:	15/15/225
	Second Year Total	30/30/450

Third Year

Code	Courses	SH/CHW/CHS
Fall		
AS 255	Introduction to Biology	3/3/45
MCOM 252	Web Publishing, Usability, and SEO	3/3/45
MCOM 339	Advertising and Public Relations	3/3/45
MKTG 205	Principles of marketing	3/3/45
MCOM 277	Video Production	3/3/45
	Fall Semester Total:	15/15/225
Spring		
AS 210	General Psychology	3/3/45
DMCM 253	Digital Project Management	3/3/45
DMCM 307	Digital Promotional Strategies	3/3/45
MCOM 270	Public Relations	3/3/45
MCOM 287	Video Editing & Post-Production	3/3/45
	Spring Semester Total:	15/15/225
	Third Year Total	30/30/450

Fourth Year

Code	Courses	SH/CHW/CHS
Fall		
MKTG 406	Digital Consumer Behavior	3/3/45
DMCM 335	International Advertising & Public Relations	3/3/45
MCOM 330	Advertising Media Planning	3/3/45
DMCM 308	Digital Advertising Analytics	3/3/45
DMCM 252	Emerging Media – VR, AR, AI 7 Robotics	3/3/45
	Fall Semester Total:	15/15/255
Spring		
DMCM 440	The Agency	3/3/45
MKTG 419	Integrated Marketing Communication	3/3/45
MKTG 308	Marketing Research	3/3/45
DMCM 343	Digital Marketing Production	3/3/45
DMCM 309	Search Engine Marketing	3/3/45
	Spring Semester Total:	15/15/225
	Fourth Year Total	30/30/450
	Program Total:	120/120/1800

Total Program Semester Hours: 120 Total Program Clock Hour Minimum:1800

SH = Semester Hours (credits) per semester CHW=Clock Hours (contact time) per week

CHS= represents Clock Hours per semester (15 weeks)