

Interactive & Social Media Marketing - AAS

The Interactive and Social Media Marketing program prepares students with the necessary skills and knowledge to begin working in marketing, advertising agencies, or public relations positions within the digital marketing industry.

The curriculum includes classroom instruction, hands-on lab exercises, an internship, and preparation for nationally recognized certifications. Students receive instruction in the following areas: design/layout, typography, social media platforms, and video/audio.

Internships will be arranged in the marketing departments, or other businesses, that utilize digital marketing.

Where will this take me?

Social Media Strategist
Social Media Assistant
Graphic Designer
Marketing Assistant
Digital Content Creator
Video Editor/Videographer
Public Relations Assistant
Copywriter
Marketing Manager

Instructor and Staff

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Professor
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AAS, Carl Sandburg College
BS, Western Illinois University
MBA, Western Illinois University

Southeastern Community College values diversity in all its forms. Please visit http://www.scciowa.edu/_resources/docs/scc-nondiscrimination-statement.pdf to view our nondiscrimination statement.

For more information about our graduation rates, the median debt of students who completed the program, and other important information, please visit SCC's financial aid website at <http://www.scciowa.edu/admissions/costaid/finaid/gainemp.aspx>

West Burlington Campus

Program Requirements

Fall Semester I		Credit
CSC-110	INTRODUCTION TO COMPUTERS	3
ENG-105	COMPOSITION I	3
GRA-137	DIGITAL DESIGN	3
GRA-175	GRAPHIC DESIGN PRINCIPLES	3
SMM-108	SOCIAL MEDIA ENGAGEMENT	3
MAT-110	MATH FOR LIBERAL ARTS <u>or</u>	3
MAT-156	STATISTICS	3

Spring Semester I		Credit
GRA-275	ADVANCED GRAPHIC DESIGN	3
MKT-121	DIGITAL MARKETING	3
MMS-111	VIDEO PRODUCTION	3
BUS-130	INTRODUCTION TO ENTREPRENEURSHIP	3
ART-184	PHOTOGRAPHY <u>or</u>	3
ART-186	DIGITAL PHOTOGRAPHY	3

Fall Semester II		Credit
GRA-140	DIGITAL IMAGING	3
GRA-173	TYPOGRAPHY	3
MKT-150	PRINCIPLES OF ADVERTISING	3
SMM-220	NAVIGATING THE MEDIA MINEFIELD	3
SPC-112	PUBLIC SPEAKING	3
PSY-111	INTRODUCTION TO PSYCHOLOGY <u>or</u>	3
SOC-115	SOCIAL PROBLEMS <u>or</u>	3
SOC-120	MARRIAGE AND FAMILY	3

Spring Semester II		Credit
GRA-127	ILLUSTRATOR I	3
GRA-158	WEB MULTIMEDIA	3
GRA-190	ELECTRONIC MEDIA PROJECTS	3
GRA-933	INTERNSHIP	4

Program Total..... 64-64