

# Interactive and Social Media Marketing - AAS

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## West Burlington Campus

The Multimedia Design & Marketing program equips students with essential skills for today's digital marketing and multimedia landscape. Whether pursuing the one-year diploma or the two-year associate degree, students will gain a solid foundation in areas like content creation, social media strategy, digital advertising, video production and design. This program blends creative and technical expertise, preparing graduates for roles in multimedia design, marketing and digital communication.

Students complete their coursework on Mac computers in our state-of-the-art multimedia design lab at the West Burlington campus, using industry-standard tools such as Adobe Illustrator, Photoshop, Premiere, and other digital media platforms. Core courses include social media engagement, web multimedia, graphic design principles, and digital/video marketing, ensuring a comprehensive education that meets the demands of the evolving digital landscape. Students also have the opportunity to sit for the FAA Part 107 Remote Pilot certification.

## Program Options

- **One-year Diploma:** A streamlined option designed for those looking to quickly enter the workforce with core multimedia marketing and design skills.
- **Two-year Associate Degree:** Offers a more in-depth exploration of multimedia design and marketing, with advanced coursework in areas like animation, digital imaging and video production.

## Program Details

- **Location:** West Burlington campus
- **Program Length:** One-year Diploma or two-year Associate Degree
- **Program Start:** The program course sequence begins in the fall. However, students can begin elective coursework in the spring or summer prior to starting the core courses.
- **Program Availability:** Full-time and part-time options
- **Admissions Requirements:** High school diploma or equivalent
- **Program-Specific Costs:** Additional fees may apply for certain courses, such as those requiring specialized software or equipment.

## Instructor and Staff

Carlene Woodside

Professor - Interactive and Social Media Marketing  
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## West Burlington Campus

### Program Requirements

Fall Semester I		Credit
ENG-105	Composition I	3
GRA-137	Digital Design	3
GRA-175	Graphic Design Principles	3
SMM-108	Social Media Engagement	3
ANI-120	Introduction to Animation	3
Semester Total.....		15

Spring Semester I		Credit
GRA-275	Advanced Graphic Design	3
MMS-111	Video Production I	3
MUS-185	Class Piano I	1
MUS-306	Digital Music Production I	3
<b>Take 1 of 2 courses:</b>		
MKT-121	Digital Marketing	3
GRA-257	Video Marketing	3
Semester Total.....		13

Summer Semester I		Credit
SPC-112	Public Speaking	3
<b>Take 1 of 2 courses:</b>		
ART-186	Digital Photography	3
ART-184	Photography	3
Semester Total.....		6

Fall Semester II		Credit
GRA-140	Digital Imaging	3
GRA-173	Typography	3
MKT-150	Principles of Advertising	3
AVI-255	FAA Part 107 Remote Pilot	3
BUS-119	Entrepreneurial Thinking	1
MAT-110	Math for Liberal Arts	3
Semester Total.....		16

Spring Semester II		Credit
GRA-127	Illustrator I	3
GRA-158	Web Multimedia	3
GRA-190	Electronic Media Projects	3
GRA-933	Internship	4
<b>Take 1 of 3 courses:</b>		
SOC-114	Conflict Resolution in the Workplace	3
PSY-111	Introduction to Psychology	3
SOC-120	Marriage and Family	3
Semester Total.....		16
Program Total.....		66