

DIGITAL MARKETING & ADVERTISING - ASSOCIATE OF APPLIED SCIENCE

The Digital Marketing and Advertising Associate Degree program equips students with the skills and knowledge necessary to thrive in the rapidly evolving field of online marketing. This comprehensive two-year program combines a solid foundation in marketing principles with specialized training in digital strategies, ensuring graduates are well-prepared for a variety of roles in the digital marketing and advertising industry.

Graduates of the Digital Marketing and Advertising Associate Degree program are prepared for a range of entry-level positions, including: Digital Marketing Specialist, Social Media Coordinator, Content Marketing Assistant, Digital Advertising Coordinator or Email Marketing Associate.