

DIGITAL MARKETING & ADVERTISING - ASSOCIATE OF APPLIED SCIENCE

60 credits

The Associate of Applied Science in Digital Marketing and Advertising will prepare students for positions in advertising and marketing fields. Students will have a working knowledge of design principles for print and digital media, illustrations, images, and videos used in marketing products.

Students must complete all University degree requirements, which include: General Education requirements and elective credits to total at least 60 credits. Developmental coursework will not count towards the degree requirements and/or elective credits, but may be needed in order to take the necessary English and Mathematics coursework. New Mexico General Education Requirements (<https://catalogs.nmsu.edu/grants/general-education/>)

Prefix	Title	Credits
General Education		
<i>Select one course from four of the following six content areas for a total of 12-14 credits ^{1, 2}</i>		
This degree requires courses from Areas I, III IV, and V; students do not need to take additional courses to complete General Education requirements.		
<i>Area I: Communications</i>		
ENGL 1110G	Composition I	4
<i>Area III: Laboratory Sciences</i>		
Select one course from Area III: Laboratory Science ²		4
<i>Area IV: Social/Behavioral Sciences</i>		
Select one course from Area IV: Social /Behavior Sciences ²		3
<i>Area V: Humanities</i>		
Select one course from Area V: Humanities ²		3
<i>General Education Elective</i>		
COMM 1130G	Public Speaking	3
<i>Major Requirements</i>		
BCIS 1110	Introduction to Information Systems	3
or OECS 105	Introduction to Information Technology	
BMGT 138	Advertising	3
BMGT 216	Business Math	3
or OETS 118	Mathematics for Technicians	
BUSA 1110	Intro to Business	3
FDMA 1120	Desktop Publishing	3
FDMA 1220	Introduction to Digital Video Editing	3
FDMA 1360	Web Design I	3
FDMA 1515	Introduction to Digital Image Editing - Photoshop	3
FDMA 1535	Introduction to Illustrator	3
FDMA 1630	Principles of Design	3
MKTG 2110	Principles of Marketing	3
<i>Select a minimum of 10 credits from the following:</i>		
FDMA, BMGT, MKTG, BLAW or OECS		10
Total Credits		60

¹ Each course selected must be from a different area and students cannot take multiple courses in the same area.

² See the General Education (<https://catalogs.nmsu.edu/grants/general-education/>) section of the catalog for a full list of courses