

Course Sequencing		
Year	Quarter	Subject
First Year	Fall	<a href="#">BUS&amp; 101</a> (Intro to Business) <a href="#">BUS 265</a> (Marketing Principles) <a href="#">HDEV 101</a> (Creating Academic Success) OR <a href="#">HDEV 102</a> (College Connections) <a href="#">FYI 101</a> (First Year Introduction)
	Winter	<a href="#">ENGL&amp; 101</a> (English Comp 1) <a href="#">MRKT 102</a> (Intro to Digital Marketing) <a href="#">CS 245</a> (Webpage Authoring Essentials) OR <a href="#">BUS 190</a> (Collegiate DECA)
	Spring	<a href="#">MRKT 103</a> (Social Media Strategy) <a href="#">MRKT 150</a> (Advertising) <a href="#">CS 101</a> (Intro to Computers & Information Technology)
	Summer	<a href="#">ECON&amp; 202</a> (Macro Economics)
Second Year	Fall	<a href="#">MATH 107+</a> (Math in Society or higher) <a href="#">MRKT 104</a> (Search Engine Strategy) <a href="#">BUS 222</a> (Advanced Microsoft Excel)
	Winter	<a href="#">MRKT 251</a> (Market Research) <a href="#">MRKT 241</a> (Measurement and Analytics) <a href="#">ENGL&amp; 235</a> (Technical Writing)
	Spring	<a href="#">ENVS&amp; 101</a> (Intro to Environmental Science w/ Lab) <a href="#">MRKT 271</a> (Relationship Marketing) <a href="#">MRKT 261</a> (Online Video & TV Strategy)

The plan above is only a sample. If you want to see all of the courses we offer, please visit our online catalog [here!](#)

## BEFORE YOU START

Ready to get started? To begin working towards the certificate or the AAS degree, you simply need to apply and be accepted to CBC. You can apply online at [www.columbiabasin.edu](http://www.columbiabasin.edu).

## ABOUT THE PROGRAM

The Digital Marketing degree at Columbia Basin College was developed as a direct result of business demand in the Tri-Cities. If you are interested in becoming a marketing professional in today's digital environment, this program may be for you!

Coursework in this program provides a solid foundation of business and marketing concepts, including digital marketing research, strategies and analytics, content creation, search engine marketing and optimization, social media campaigns, basic web development and leadership and communication experience through our [Collegiate DECA Chapter](#).

## OUT OF CLASS TO DO'S

- Contact your instructors and/or the CBC Career Services Center to find an internship, observation/shadowing experience, or a job in the field of business administration.
- Visit the Academic Success Center for quiet study space, small group study, supplemental instruction and tutoring assistance.

## PROGRAM HIGHLIGHTS

Through this program students will gain knowledge in:

- Developing marketing plans
- Analyzing target markets
- Determining an effective marketing budget
- Creating marketing campaigns and digital advertisements in a variety of media
- Social media strategies
- Search Engine Optimization (SEO)
- Real world case studies and marketing simulations
- Administering marketing research and present findings

### FAQs

#### **Class Times/Delivery Format**

Courses are offered in person, online and in a hybrid format.

#### **Length of Program**

Full-time students can earn the AAS degree in two years.

#### **Which Quarter Can I Begin?**

You can begin this program any quarter.

## CAREER OPPORTUNITIES

The Digital Marketing Associate in Applied Science (AAS-T) degree at CBC articulates into the [Bachelor of Applied Science \(BAS\) in Digital Marketing degree at Bellevue College](#).

Digital Marketing graduates enter a variety of disciplines in an even wider variety of industries. Typical careers exist as a:

- Content Strategist
- Content Manager
- Email Marketing Specialist
- Digital Marketing Specialist
- Digital Marketing Manager
- SEO Specialist
- And more

## APPLY FOR FINANCIAL AID OR OTHER FUNDING

### **Please complete:**

**The FAFSA application:** The Free Application for Federal Student Aid (FAFSA) provides financial aid for U.S. citizens and eligible non-citizens, such as permanent residents. Visit the [FAFSA website](#) to create your FSA ID and to complete your application.

### **OR**

**The WASFA application:** The Washington Application for State Financial Aid (WASFA) is for DACA or HB 1079 undocumented students. Visit the [Washington Student Achievement Council website](#) to complete your WASFA application.

**Did you know???** You can apply for CBC scholarships two times every year! Click [here](#) for more information!

**PLEASE NOTE:** This document represents a sample plan for degree completion with this program of study. Actual course selection and sequence may vary and should be discussed individually with your Completion Coach. Completion Coaches can also help you plan other experiences to enrich your education such as internships, research, learning communities, and campus involvement and community-based learning.

Office Hours: Monday to Thursday 7 am to 4:30 pm; Friday 7 am to noon

LEARN MORE |



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