NEW MEDIA PRODUCTION: DIGITAL MARKETING, AAS

Program code: NDGM-AAS-NMP

Location: Middlesex

Program Description

The New Media Production: Digital Marketing program is a career-oriented degree program that is part of a family of programs in New Media Production. The New Media Production programs are dynamic, hands- on programs designed for aspiring content creators. These programs focus on the practical aspects of new media production, design, and aesthetics; leverage a wide range of innovative technologies; utilize advanced media production facilities; and help students to work in one of several media industries. These programs are ideal for creative individuals who are enthusiastic about shaping the future of digital content and media production.

New Media Production programs provide experience with the latest software, tools, and equipment used in content creation. Emphasizing experiential learning, the programs include projects, workshops, and collaborative assignments that simulate real-world scenarios and challenges in digital media production. Students build a comprehensive portfolio of their work, displaying their skills and creativity to potential employers. Students also complete a capstone project of professional quality or at least one internship. The programs offer opportunities for networking and valuable insights into the media production industry.

Students immerse themselves in the creation of digital content, gaining expertise in various forms of media such as video, audio, animation, and interactive systems. Students have access to advanced technology and equipment, such as professional audio recording tools, graphic and animation software, and advanced video production equipment, distinctly integrated into the CT State Middlesex Center for New Media, an advanced, multi-million-dollar studio production environment.

Each of the New Media Production Associate of Applied Science degrees requires students to complete 21-22 credits of general education courses, 33 credits of directed program courses, and include 6 credits of open electives. In lieu of an associate degree, students may opt to take a certificate program that includes the same directed program courses without the general education or elective options.

The NMP. Digital Marketing associates-degree program is a designed to prepare students to work in marketing careers where knowledge and skills in media are required. Students learn processes associated with digital marketing with an emphasis on hands-on, experiential learning. In addition, the Digital Marketing program is a unique program that works collaboratively across three disciplines: new media, business, and communications. While not designed as a transfer program, the curriculum includes several courses modeled after those offered by similar bachelor's degree programs and should allow for easy transfer to these types of programs.

Learning Outcomes for All New Media Production Programs

- Create digital media content through the application of relevant principles and theories.
- Use fundamental workflows involved in digital media production processes.
- Interpret the role of digital media in contemporary communication and society.
- Competently use industry-standard media technologies.
- Apply advanced media production techniques.
- Distinguish between different styles and genres of digital media.
- Critique digital media projects based on aesthetic value, technical quality, and their impact on audience engagement.

Digital Marketing Learning Outcomes

1. Employ segmentation, targeting, positioning, branding, and the marketing mix in pursuit of long-term marketing objectives.
2. Develop and apply integrated marketing strategies for different media platforms.
3. Analyze principles, techniques and major functions of management and business organizations.
4. Create Search Engine Marketing (SEM) Conversion Rate Optimization (CRO) techniques (campaigns),evaluate their effectiveness and recommend changes that will improve an e-commerce campaign's conversion rates.
5. Create online display ad campaigns and measure its return on ad spend based on budgeting) for an e-commerce site.
6. Interpret web analytics, determine the appropriate performance indicators, and make appropriate recommendations for an e-commerce website based on the analytics.
7. Implement best practices in marketing to a database of current and potential customers via email.
8. Create compelling content including titles, bylines and copy and utilize knowledge of social media tactics to design an effective social media campaign.
9. Use new media including social media, blogs, web sites and online portfolios for course presentations and job preparation.
10. Effectively use a variety of industry standard tools and processes for producing contemporary forms of digital media across multiple delivery platforms and delivery systems.

Degree Requirements

Code	Title	Credits
New Media Production General Education Core		
ENG 1010	Composition	3
MATH 1000 or higher [1]		3-4
Elective ARHX - Arts & Humanities Course		3-4
Elective SCRX - Scientific Reasoning Course or Elective SCKX - Scientific Knowledge Course		3-4
Elective SBSX - Social / Behavioral Science Course or Elective HISX - Historical Knowledge Course		3
Elective WRIX - Written Communication II Course or Elective ORAX - Oral Communication Course		3
CCS 1001	College and Career Success	3
Program Courses		
NMP 1001	Digital Media Foundations	3
or NMP 1025	New Media Production	
COMM 1010	Introduction to Mass Communication	3
NMP 1110	Introduction to Digital Graphics	3

BMKT 2010	Principles of Marketing	3
BMGT 2020	Principles of Management	3
BMKT 2160	Digital Marketing	3
COMM 2502	Social Media Strategy	3
or BMKT 2080	Social Media Marketing	
COMM 1601	Digital Video Production	3
Choose one of the following:		3
NMP 2090	Media Production Capstone	
NMP 2095	Media Production Practicum	
NMP 2195	Media Internship	
BUSN 2195	Business Co-op Internship	
Program Elective - ACCT/BENT/BUSN/BMKT/COMM/GRA/NMP		3
Program Elective - ACCT/BENT/BUSN/BMKT/COMM/GRA/NMP		3
Open Electives - 1000 Level course or higher		6
Total Credits		**60-63**

[1] MATH 1100 Quantitative Reasoning or higher required for transfer

Students may earn one of these AAS degrees and the corresponding embedded certificate.

- New Media Production: Audio and Music Certificate
- New Media Production: Audio and Music, AAS
- New Media Production: Corporate Media Certificate
- New Media Production: Corporate Media, AAS
- New Media Production: Film & Video Certificate
- New Media Production: Film and Video, AAS
- New Media Production: Multimedia Certificate
- New Media Production: Multimedia, AAS
- New Media Production: News and Sports Certificate
- New Media Production: News and Sports, AAS