

NEW MEDIA PRODUCTION: DIGITAL MARKETING, AAS

Program code: NDGM-AAS-NMP

Location: Middlesex

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 or NMP 1025 | Digital Media Foundations New Media Production | 3 |
| 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 or BMKT 2080 | Social Media Strategy Social Media Marketing | 3 |
| 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