American International College
School of Business, Arts and Sciences
Program Plan

MAJOR: Digital Marketing Communications
Catalog Year: 2021-2022

FRESHMAN	COURSES	CREDITS	TOTAL
FALL	AIC1140, APEX 1 (or AIC1100 Introduction to ACE (3 cr))	1	16
	ENG1201, English Composition or ENG1601 (Gen Ed category 4)	3	
	COM1410 Digital Photography or COM 1212 Intro to Video Production	3	
	MKT 1450 Principles of Marketing	3	
	Gen Ed course (category 2 or 4)	3	
	Gen Ed course (category 2 or 4)	3	
SPRING	ENG1202 Analytical Writing or ENG1602 (Gen Ed category 3)	3	15
	VDA 2210 Digital Storytelling	3	
	COM2630 Writing for Media	3	
	Gen Ed course (category 2 or 4)	3	
	Gen Ed course (category 2 or 4)	3	
SOPHOMORE			
FALL	Gen Ed course (category 2 or 4)	3	16
	Science with lab (Gen Ed category 1)	4	
	MKT 2600 Consumer Behavior	3	
	VDA2613, Graphic Design 1	3	
	Elective	3	
SPRING	AIC2142, APEX 2	2	14
	MKT elective, 2000-level or higher	3	
	MAT 1430 Foundations of Statistics (Gen Ed category 1)	3	
	Gen Ed course (category 1, 2, 3 or 4)	3	
	Elective	3	
JUNIOR			
FALL	MKT 2710 Integrated Marketing Communication	3	15
	MKT 3620 Social Digital Marketing	3	
	Gen Ed (Category 1, 2, 3 or 4)	3	
	Elective	3	
	Elective	3	
SPRING	AIC3140, APEX 3	1	16
	COM3261 Interactive Media	3	
	MKT 3725 Digital Marketing	3	
	MKT elective, 2000-level or higher	3	
	Gen Ed course (category 1, 2, 3 or 4)	3	
	Elective	3	
SENIOR			
FALL	AIC4140, APEX 4	1	13
	COM4899 Internship or COM3680 Communication Research	3	
	Elective	3	
	Elective	3	
	Elective	3	
SPRING	COM4899 Internship or COM3680 Communication Research	3	15
	Elective	3	
	Elective	3	
	Elective	3	
	Elective	3	
		TOTAL CREDITS:	**120**

Notes:

*A student will incur additional tuition charges in any semester in excess of 17 credits.

**A student must apply to the Dean for permission to take more than 18 credits in any given semester.

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List of Requirements (all courses are 3 credits unless otherwise noted)

Major Requirements:

_____ COM1410/1212   Digital Photography I or Intro to Video Production
_____ VDA2210   Digital Storytelling
_____ VDA2613   Graphic Design I
_____ COM2630   Writing for Media
_____COM3261   Interactive Media

_____ MKT1450   Principles of Marketing
_____MKT2600   Consumer Behavior
_____ MKT2710   Integrated Marketing Communications
_____ MKT3620   Social Media Marketing
_____ MKT3725   Digital Marketing

_____ COM4899   Internship (at least 3 credits, or Study Abroad one semester)
_____ COM3680   Communications Research Capstone

                                                                                                    _____*CREDITS*

Plus two additional courses at the 2000-level or higher in Marketing or as approved by the department:

_____ MKT_____   _____
_____ MKT_____   _____

                                                                                                    _____**CREDITS**

Content Category #1: Exploring Scientific World			**7 or 10 credits***
Requirements: 1 Math Course (3 cr) & 1 Science course w/Lab (4 cr). A 2nd science course*, with or without lab, may be completed in lieu of one INT course.			
	Choose 1	Math	MAT1430, MAT2004, PSY/CRJ2302
	Choose 1	SCIENCE with LAB	BIO1020/1021, BIO1100/1101, BIO1110/1111, BIO1130/1131, BIO1200/1201, BIO1300/1301, BIO1400/1401, BIO1500/1501, CHE1100/1101, CHE1110/1111, CHE1200/1201, CHE1600/1601/1602, PHY1010/1011, PHY1020/1021, PHY1030/1031, PHY1050/1051, PHY1600/1601/1602
	*OPTION: Choose 1	SCIENCE with/ without LAB (Choose this option OR a 3rd INT, Category 3)	BIO1020/1021, BIO1100/1101, BIO1110/1111, BIO1130/1131, BIO1200/1201, BIO1300/1301, BIO1400/1401, BIO1500/1501, CHE1100/1101, CHE1110/1111, CHE1200/1201, CHE1600/1601/1602, PHY1010/1011, PHY1020/1021, PHY1030/1031, PHY1050/1051, PHY1600/1601/1602
Content Category #2: Understanding Self and Others			**9 credits**
Requirements: 1 course in each category: Self Context (3 cr), US Context (3 cr), Global Context (3 cr)			
	Choose 1	Self Context	PSY1200, SOC1100, SOC1400
	Choose 1	US Context	AMS1100, ECO1401, ECO1402, HST1510, HST1520, HST1600, PCH1030, POL1000, POL1400
	Choose 1	Global Context	ECO1010, HST1400, HST1410, HST1420, HST1430, HST1500, IBS1420, PCH2030, PHI2010, PHI2030, POL1500, SOC2650
Content Category #3: Exploring Interdisciplinarity			**9 or 12 credits***
Requirements: ENG1202/1602 (3 cr) AND 2 (or 3*) Interdisciplinary (INT) courses (6 or 9 cr)			
	Choose 1	Analytical Writing	ENG1202 or ENG1602
	Choose 2	Interdisciplinary courses	AIC3100, EXS1200, INT2350, INT2400
	*OPTION: Choose 1	Interdisciplinary: a 3rd INT course (OR a science course, cat 1)	AIC3100, EXS1200, INT2350, INT2400
Content Category #4: Exploring the Arts and Humanities			**9 credits**
Requirements: 1 course in each category: Arts (3 cr) and Humanities (3 cr)			
	Choose 1	English Composition	ENG1201 or ENG1601, ENG2325
	Choose 1	Arts	ART1000, COM2460, COM3290, MUSXXX (any 3 cr course), THR1400, THR1420, VDA2640
	Choose 1	Humanities	ENG2XXX (any 3 cr literature course), PHI1000, PHI1200, PHI1400, Foreign Language course (intro or intermediate)
Content Category #5: Developing Professional Readiness			**5 or 7 credits**
Requirements: APEX 1 – 4 (5 cr) OR AIC1100 (3 cr) & AIC			
	Choose 1	APEX or ACE	AIC1100 (3 cr) or AIC1140 (1 cr)
	Choose 1	APEX	AIC2142 (2 cr)
	Choose 1	APEX	AIC3140 (1 cr)
	Choose 1	APEX	AIC4140 (1 cr)
	Choose 1 (AIC Online or RNtoBSN programs only)	APEX for special programs	AIC Online program only: AIC4141 (3 cr) AIC RN to BSN program only: NUR4600 (3 cr)