

PROGRAM OF STUDY/PLAN DE ESTUDIOS
Associate Degree in Digital Marketing
Marketing Digital- Nivel Asociado

PRIMER PERIODO							
Course Number /CODIGO		Course Title CURSOS	PREREQUISITE/ PRE-REQUISITO		HT	HP	TH CREDITS/ CREDITOS
ETH	101	Ethics and Social Responsibility					3
MAT	101	Basic Mathematics					3
PSY	101	Introduction to Psychology					3
SOC	101	Introduction to Sociology					3
SUB-TOTAL							12

SEGUNDO PERIODO							
CODIGO		CURSOS	PRE-REQUISITO		HT	HP	TH CREDITOS
STA	201	Introduction to Statistics	MAT	101			3
COM	204	Writing and Composition					3
ENT	201	Introduction to Entrepreneurship					3
ITT	101	Computer Literacy					3
SUB-TOTAL							12

TERCER PERIODO							
CODIGO		CURSOS	PRE-REQUISITO		HT	HP	TH CREDITOS
MKT	101	Introduction to Marketing					3
ECO	201	Introduction to E Commerce					3
ACG	101	Principles of Accounting					3
MAN	217	Principles of Management					3
SUB-TOTAL							12

CUARTO PERIODO							
CODIGO		CURSOS	PRE-REQUISITO		HT	HP	TH CREDITOS
MAN	250	Principles of human resources					3
MKT	102	Introduction to Digital Marketing and social media	MKT	101			3
FIN	290	Principles of Finance for Business					3
MAN	215	Introduction to ethics in business					3
SUB-TOTAL							12

QUINTO PERIODO								
CODIGO		CURSOS	PRE-REQUISITO		HT	HP	TH	CREDITOS
MKT	220	Introduction Search Engine Marketing (SEM)						3
MKT	230	Introduction to Marketing Plan	MKT	102				3
MKT	210	Introduction Search Engine Optimization (SEO)						3
BUS	220	Small Business Planning						3
		TOTAL						60