New Program Report

Date Submitted:
02/28/2024

Institution
State Technical College of Missouri

Site Information

Implementation Date:
8/18/2025 12:00:00 AM

Added Site(s):

Selected Site(s):

State Technical College of Missouri, One Technology Drive, Linn, MO, 65051

CIP Information

CIP Code:
521401

CIP Description:
A program that generally prepares individuals to undertake and manage the process of developing consumer audiences and moving products from producers to consumers. Includes instruction in buyer behavior and dynamics, principle of marketing research, demand analysis, cost-volume and profit relationships, pricing theory, marketing campaign and strategic planning, market segments, advertising methods, sales operations and management, consumer relations, retailing, and applications to specific products and markets.

CIP Program Title:
Marketing/Marketing Management, General

Institution Program Title:
Digital Marketing

Degree Level/Type

Degree Level:
Associate Degree

Degree Type:
Associate in Applied Science

Options Added:

Collaborative Program:
N

Mode of Delivery

Current Mode of Delivery

Classroom

Student Preparation

New Program Report

Special Admissions Procedure or Student Qualifications required:
1.) Earned a High School GPA of at least 3.0;
2.) 18 on the Reading ACT or 250 on the Accuplacer Next Gen Reading Test: and
3.) 18 on the English ACT or 251ontheAccuplacerNextGenWritingTest.
4) 18 on the Math ACT or 241 on the Accuplacer-Next Generation

Specific Population Characteristics to be served:
n/a

Faculty Characteristics

Special Requirements for Assignment of Teaching for this Degree/Certificate:
State Tech requires technical faculty members to obtain a bachelor's degree, a credential one level above their instructional responsibilities. Technical faculty will also be required to have at least 5 years of relevant work experience. Faculty that will teach in the Digital Marketing program will need to earn a DESE Continuous Career Education Certificate.

Estimate Percentage of Credit Hours that will be assigned to full time faculty:
The estimated percentage of credit hours that will be taught by full-time faculty is 95 –100%.

Expectations for professional activities, special student contact, teaching/learning innovation:
N/A

Student Enrollment Projections Year One-Five

Year 1	Full Time: 50	Part Time: 0	
Year 2	Full Time: 50	Part Time: 0	
Year 3	Full Time: 75	Part Time: 0	Number of Graduates: 20
Year 4	Full Time: 75	Part Time: 0	
Year 5	Full Time: 90	Part Time: 0	Number of Graduates: 35

Percentage Statement:
n/a

Program Accreditation

Institutional Plans for Accreditation:
Program is considering "The Accreditation Council for Business Schools and Programs" but will continuing pursuing options. A decision is expected by the fall of 2025.

Program Structure

Total Credits:
72

Residency Requirements:
TograduatefromStateTechnicalCollegeofMissouriwithanAssociatedegree,astudentisrequiredto have earned a minimum of 20 credit hours of program degree requirements from State Technical CollegeofMissouri,notincludingcreditforpriorlearningortransfercredit.

General Education Total Credits:
16

New Program Report

Major Requirements Total Credits:
56

Course(s) Added

COURSE NUMBER	CREDITS	COURSE TITLE
DIG 245	3	Digital Video Techniques
BUS 260	3	Project Management
BUS 211	3	Management
DIG 240	3	Digital Layout Design
CPP 116	3	Graphic Design
COM 125	1	Job Search Strategies
DIG 140	4	Internship
DIG 232	3	Introduction to Audio Editing Techniques
DIG 250	3	Direct Marketing Techniques
DIG 295	3	Marketing Metrics and Analytics
CPP 101	3	Introduction to Microcomputers
BUS 176	3	Marketing
DIG 220	3	Foundations of Search Engine Optimization
BUS 290	3	Essentials of Entrepreneurship
DIG 237	3	Website Design
BUS 122	3	Advanced Microsoft Excel
DIG 111	3	Fundamentals of Digital Marketing Equipment
DIG 186	3	Advanced Marketing and Advertising
BUS 150	3	Business Principles

Free Elective Credits:
0

Internship or other Capstone Experience:
All digital Marketing students are required to complete DIG 140 a 4-credit hour internship. Students will be expected to be exposed to and complete tasks characteristic of professionals in the field. Internships will be overseen by an experienced, qualified instructor.

Assurances

I certify that the program is clearly within the institution's CBHE-approved mission. The proposed new program must be consistent with the institutional mission, as well as the principal planning priorities of the public institution, as set forth in the public institution's approved plan or plan update.

I certify that the program will be offered within the proposing institution's main campus or CBHE-approved off-site location.

New Program Report

I certify that the program will not unnecessarily duplicate an existing program of another Missouri institution in accordance with 6 CSR 10-4.010, subsection (9)(C) Submission of Academic Information, Data and New Programs.

I certify that the program will build upon existing programs and faculty expertise.

I certify that the program can be launched with minimal expense and falls within the institution's current operating budget.

I certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful. Institutions' decision to implement a program shall be based upon demand and/or need for the program in terms of meeting present and future needs of the locale, state, and nation based upon societal needs, and/or student needs.

Contact Information

First and Last Name: Ken
Thompson

Email: ken.thompson@statetechmo.edu

Phone: 573-897-5261

STATE TECH
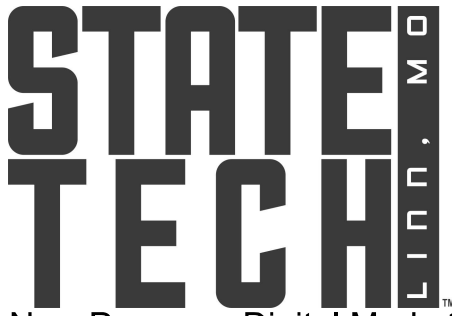
New Program: Digital Marketing Associate of Applied Science Degree (AAS)

Catalog Program Description

The ubiquitous use of websites, mobile apps, social media and other digital technologies has placed a great need on businesses to employ marketers who know how to reach customers online. The Digital Marketing program is designed to support those needs.

The program teaches students to create data driven strategies and digital content that support efforts to grow audiences and engagement for brands and their products and services. The program focuses on current tactics industry professionals use to develop materials for fully integrated marketing campaigns. Students gain a comprehensive understanding of digital marketing and its relevant tools and content distribution channels.

Graduates in Digital Marketing are prepared for entry-level roles in content marketing, social media management, data analytics, direct marketing and more.

It is a graduation requirement of the Digital Marketing (DIG) program for students to earn a grade of "C" or better in all "Core Curriculum" and "Program Requirements" courses.

Program Mission Statement
The Mission of the Digital Marketing AAS degree program is to prepare students for profitable employment in various areas of marketing, providing skill readiness in visual and audio design, media production, content development, strategy and analytics.

Program Goals - The goals of the program are to provide the opportunity for students to develop:
- Oral and written communication skills across multiple platforms.
- Knowledge and skills in promoting brands through the Internet and other digital technologies.
- Knowledge and skills in creating meaningful marketing collateral.
- Knowledge and skills in digital marketing planning and implementation.
- Analytical approaches to communication, research, and data analysis.

Curriculum Requirements

Program Total Credits			72.0
Core Curriculum			33.0
CPP 116	Graphic Design		3.0
BUS 176	Marketing		3.0
DIG 111	Fundamentals of Digital Marketing Equipment		3.0
DIG 237 (same as CPP 237)	Website Design		3.0
DIG 240	Digital Layout Design		3.0

DIG 245	Digital Video Techniques	3.0
DIG 186	Advanced Marketing and Advertising	3.0
DIG 295	Marketing Metrics and Analytics	3.0
DIG 220	Foundations of Search Engine Optimization	3.0
DIG 232	Introduction to Audio Editing Techniques	3.0
DIG 250	Direct Marketing Techniques	3.0

General Education Requirements		16.0
General Education Requirements*		16.0

Program Requirements		19.0
DIG 140	Internship	4.0
BUS 150	Business Principles	3.0
BUS 122	Advanced Microsoft Excel	3.0
BUS 211	Management	3.0
BUS 260	Project Management	3.0
BUS 290 (same as BUS 290)	Essentials of Entrepreneurship	3.0

Graduation Requirements		4.0
Technical Literacy Requirement		3.0
COM 125	Job Search Strategies	1.0

*Mat 119 Elementary Statistics Preferred

Total: 72.0