

# COLUMBIA COLLEGE HOLLYWOOD

BS Digital Media, Digital Marketing Online (2018 & Prior) Requirements			
Course Code	Course Name	Prerequisites	Semester Credits
<b>Core Courses</b>			
DMK101	Introduction to Digital Marketing	None	3
FDN101	Design	None	3
VCM105	Motion Graphics I	None	3
FDN111	Entrepreneurship	None	3
FDN121	Simulations/Production-in-Action	None	3
FDN131	Introduction to Media and Motion	None	3
DMK201	Consumer Behavior	None	3
DMK211	Introduction to Web Development	None	3
DMK241	Introduction to Search Optimization	DMK101	3
DMK251	Statistical Thinking and Data Analysis	DMK101	3
DMK271	Introduction to Market Research	DMK101	3
DMK281	Introduction to Mobile and the Connected Customer	DMK101	3
DMK291	Introduction to Social Media Marketing	DMK101	3
DMK301	Launching a Business	FDN111	3
DMK304	Intrapreneurship	FDN111	3
DMK305	Entrepreneurial Finance	FDN111	3
DMK306	Paid, Owned, and Earned Advertising	DMK101	3
DMK307	Content Marketing	DMK101	3
DMK311	Integrated Marketing Portfolio	DMK101	3
DMK321	Design Thinking and User Experience Design	DMK101	3
DMK341	Entrepreneurship in Action I	DMK301, DMK305	3
DMK351	Entrepreneurship in Action II	DMK341	3
DMK402	Marketing Management	DMK311	3
DMK403	Social Community Management and Influencer Engagement	DMK306	3
DMK404	Data Science	DMK271	3
<b>Written and Oral Communication Requirements</b>			
ENG101	Composition I	WBS Score >265	3
ENG102	Composition II	ENG101	3
SPH101	Oral Communication	None	3
<b>Humanities Requirements</b>			
LIT101	The Hero's Journey	None	3
HUM112	Art History	None	3
HIS201	World Cultures	None	3
HIS302	Western Civilization		3
HUM411	Language, Symbols, and Society		3
<b>Mathematics Requirement</b>			
MTH101	General Math	WBS Score >265	3
<b>Natural Sciences Requirements</b>			

CSC101	Computer Technology	None	3
SCI201	Introduction to Astronomy		3
SCI302	The Biology of Humans		3
<b>Social and Behavioral Sciences Requirements</b>			
PSY201	Introduction to Psychology		3
SOC101	Introduction to Sociology		3
<b>BS Digital Media, Digital Marketing Elective</b>			
	BS Digital Media, Digital Marketing Elective		3
			<b>120</b>

<b>BS Digital Media, Digital Marketing Elective Choices</b>			
DMK302	Corporate Finance	FDN111	3
DMK303	International Leadership and Management	None	3
DMK405	Advanced Web Development	DMK211	3
DMK406	Expert Web Development	DMK405	3
DMK407	Advanced User Experience	DMK321	3
DMK408	Expert User Experience	DMK407	3
DMK409	Advanced Writing for PR & Advertising	ENG102	3
DMK411	Internship	Dept Approval	3