Digital Marketing A.S.

The Department of Business Management offers the Associate of Science (A.S.) in Digital Marketing. The program aims to lessen the skills gap in the digital marketing industry and to develop a pipeline of skilled talent. Students in this program will gain a strong foundation needed for a career in digital marketing.

Specialized Skills

Time Management
Critical Thinking
Decision-Making
Negotiation
Oral and Written Communication
Creative

Specialized Skills may be obtained or enhanced during the course of the student’s learning experience. Specialized Skills are defined and provided by NACADA: The Global Community for Academic Advising www.nacada.ksu.edu

Certifications and Professional Development

Graphic Design Boot Camp
Microsoft Office Professional
Basic Accounting with QuickBooks
QuickBooks Advanced Training
Social Media for Business
Professional Writing

These and other Certifications and Professional Development options offered by the Center for Continuing Education and Workforce Development. www.bmcc.cuny.edu/ce

Professional Organizations

Association of National Advertisers
Association of Network Marketing Professionals
Society for Marketing Professional Services

Helpful Career Links

BMCC Career Center
www.bmcc.cuny.edu/career

Internships and Experiential Learning
www.bmcc.cuny.edu/experiential

Business Management
www.bmcc.cuny.edu/academics/departments/business-management/digital-marketing

Articulation Agreements

CUNY City College of New York
B.A. in Advertising and Public Relations
Rennes School of Business (France)
International Bachelor Program in Management

Other Transfer Options

Baruch / CUNY
SUNY Fashion Institute of Technology
Hofstra University
Iona College
Pace University

Career and Salary Possibilities*

Search Engine Marketing (SEM)
($35,000–$69,000)
Digital Marketing Specialist
($34,000–$67,000)
Marketing Research Analyst
($38,000–$76,000)
Marketing Manager
($40,000–$103,000)
Online Marketing Manager
($40,751–$98,807)

Public Relations Specialist
($32,000–$74,000)
Copywriter
($33,000–$76,000)
Social Media Strategist
($31,000–$79,000)
Search Engine Optimization (SEO) Specialist
($31,000–$65,000)
User Experience (UX) Designer
($50,000–$113,000)

* Career and Salary Possibilities are not guaranteed. Additional education, training or experience may be required and salary ranges may vary depending on location, industry and education level. Career and salary data provided by Career Coach.