



NSCC Guided Pathway

2021-22

Digital and Social Marketing (MKD) – Business and Administration Pathway

Associate in Science • Career & Technical Education and Business Division

Recommended Course Selection Sequence		Required	Credits	Course Offered	CPL Option	Completion
MKT101	Principles of Marketing	Ⓡ	3		X	<input type="checkbox"/>
CMP101	Composition 1	Ⓡ	3		X	<input type="checkbox"/>
GRA101	Introduction to Graphic Design	Ⓡ	3			<input type="checkbox"/>
BUS101	Math for Business and Finance	Ⓡ	3		X	<input type="checkbox"/>
ECO104	Principles of Microeconomics	Ⓡ	3		X	<input type="checkbox"/>
ACC105	Accounting Essentials	Ⓡ	2	Online only		<input type="checkbox"/>
ACC110	Small Business Computerized Accounting	Ⓡ	1	Online only	X	<input type="checkbox"/>
MKT204	Advertising & Integrated Marketing Communication	Ⓡ	3		X	<input type="checkbox"/>
MGT102	Principles of Management	Ⓡ	3		X	<input type="checkbox"/>
MDA205	Scripting: Storytelling in a Digital Age	Ⓡ	3		X	<input type="checkbox"/>
PSY110	Organizational Psychology and the Workplace	Ⓡ	3		X	<input type="checkbox"/>
GRA208	Designing for Web	Ⓡ	3		X	<input type="checkbox"/>
MKT203	Principles of Selling	Ⓡ	3		X	<input type="checkbox"/>
MKT218	Digital Marketing	Ⓡ	3	Online only		<input type="checkbox"/>
MDA201	Media Studies	Ⓡ	3		X	<input type="checkbox"/>
MDA107	Introduction to Digital Media Literacy	Ⓡ	3		X	<input type="checkbox"/>
PRO100	Introduction to the Professional Portfolio	Ⓡ	1			<input type="checkbox"/>
GRA206	Video for Social Media and Beyond	Ⓡ	3			<input type="checkbox"/>
ENT100	Introduction to Entrepreneurship	Ⓡ	3			<input type="checkbox"/>
MKT210	Social Media Marketing Strategy	Ⓡ	3			<input type="checkbox"/>
SPE102	Speech	Ⓡ	3		X	<input type="checkbox"/>
ITR200	Internship	Ⓡ	2			<input type="checkbox"/>

Total Program Credits:

60

Program Notes

- Open admissions
- Eligible North Shore Promise program
- Day or evening program

Campus Information

- Lynn or Danvers campus

Additional Graduation Requirements

- Cumulative CLGPA at or above 2.0
- Submit your intent to graduate form at: www.northshore.edu/registrar

Advising Notes

- This degree is designed upon completion to prepare a student for entry level employment in marketing.
- This degree is designed upon completion for a student to transfer to a four year university in marketing. Check with your receiving institution for best credit transfer options.
- Courses are listed in the recommended order you should take them.
- Many courses have prerequisite requirements that must be fulfilled to be eligible to enroll in the course.
- If you intend to graduate with an associate degree in two years, you should enroll in at least 15 credits if taking only fall/spring courses.
- Completing 30 credits each year helps students stay on track to timely graduation.
- Taking classes in the winter intersession and summer can accelerate your time to degree completion.
- All student degree audits for graduation purposes will be based off the official program of study the student is enrolled in.

Ⓡ Required course for degree

X Center for Alternative Studies & Educational Testing (CAS) – Course competencies and prerequisites may be fulfilled through Credit for Prior Learning (CPL). Visit www.northshore.edu/cas for more information.



Congratulations NSCC Graduate!