

## 2023-24 ACADEMIC PROGRAMS

### 2023-2024 DIGITAL STRATEGIST (CTWDGS)

#### Description

This program is for students interested in the strategic management aspects of web design and development. Courses focus on the knowledge and skills necessary for employment as a digital strategist, marketing specialist or project manager.

#### Articulation

Eastern Michigan University, several BS degrees.

#### Admissions Requirements

College-level reading and writing

#### Course Requirements

#### Major/Area Requirements

Class	Title	Minimum Credits
BMG 155	Business on the Internet	3
WEB 133	Digital Strategy	4
WEB 163	User Research and Project Management	4
Total		11

#### Total Credits Required: 11

Accurate as of 02/16/2024 Information is subject to change without notice.