

Faculty of Sciences and Engineering

Associate of Science in Creative Media Design And Digital Marketing (A.Sc. in CMD)

I. Why Choose this Program?

The Associate of Science in Creative Media Design And Digital Marketing (A.Sc. in CMD) program was designed to:

- Develop Creative Design and Digital Media Skills
- Master Modern Digital Marketing Strategies
- Build a Professional Portfolio Through Hands-on Projects
- Prepare for Creative Industry Careers
- Stay Competitive in the Digital Economy

II. Future Career Prospects

Graduates from this program will be able to pursue careers such as:

1. Graphic Designer
2. Digital Marketing Specialist
3. UI/UX Designer
4. Content Creator and Social Media Manager
5. Multimedia Designer / Video Editor
6. Branding and Marketing Executive
7. Freelance Creative Designer or Digital Entrepreneur

III. Course Structure

The two-year program comprises **61 credits** and includes foundation courses, functional courses, and a comprehensive examination. Students must complete the following coursework requirements to graduate:

YEAR 1		
Course Title	Credits	Priority
English I: Reading and Composition with Laboratory	4	Required
Gender Studies	3	Required
Khmer Studies	3	Required
Digital Literacy + Lab	4	Required

English II: Reading and Composition with Laboratory	4	Required
History of Cambodia	4	Required
Environmental Science	3	Required
Introduction to Political Science	3	Required
YEAR 2		
Course Title	Credits	Priority
Principles of Digital Marketing	3	Required
Computer Programming I	3	Required
Graphic Design & Branding	3	Required
Introduction to Database	3	Required
Content Creation for Social Media	3	Required
Multimedia and Web Design	3	Required
Video Editing & Motion Graphics	3	Required
Search Engine Optimization (SEO) & Analytics	3	Required
Digital Advertising Strategies	3	Required
UI/UX Design	3	Required
GRADUATION PATH		
Comprehensive Exam	3	Required