

DIGITAL MARKETING CERTIFICATE



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Marketing Major
 Web Programming/Computer Programming Major

The digital marketing certificate provides students with the knowledge and skills needed for an entry level social media-related marketing position. The digital marketing certificate curriculum focuses on a broad variety of technical skill sets including: Digital Marketing, Social Media Technology, Mobile Marketing, Digital Analytics, Digital Image Editing and Video Editing.

Technical Standards

See here for details.

Code	Title	Hours
MKT 1010 	Principles of Marketing	3
MKT 2000	Digital Marketing	3
MKT 2300	Social Media and Mobile Marketing	3
MKT 2350	Digital Marketing Analytics	3
AOT 1230 	Business English I	3
or COM 1110	English Composition	
CPT 2650	Creating and Editing Digital Images	3
CPT 2700	Digital Video Editing	3
Total Hours		21

See www.RhodesState.edu/GainfulEmployment for additional information on certificates.

 Portfolio

 Capstone