

MARKETING CERTIFICATE

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The Marketing certificate provides students with the knowledge and skills needed for an entry-level marketing position. The curriculum focuses on a broad variety of marketing and technology skill sets including customer service, public relations, mobile marketing, digital marketing, digital analytics, social media marketing, sales techniques, communications, Microsoft Office, and Photoshop. This certificate flows seamlessly into the Associate of Applied Business Degree in Digital Marketing and Media.

Digital Marketing and Media Major

Technical Standards

See here for details.

First Year

First Semester		Hours
COM 1110 	English Composition	3
CPT 1250	Computer Applications in the Workplace	3
ECN 1430	Micro Economics	3
MKT 1010 	Principles of Marketing	3
		
Term Hours		12

Second Semester

CPT 2700 or CPT 2750 or CPT 2760	Digital Video Editing or HTML and CSS or Animation	3
MKT 1610	Customer Service	1
MKT 1620	Public Relations	1
MKT 1630	Mobile Marketing	1
MKT 2000	Digital Marketing and Analytics	3
Term Hours		9

Second Year

First Semester		Hours
CPT 2650	Creating and Editing Digital Images	3
MKT 2210	Comprehensive Sales Techniques	3
MKT 2300	Social Media Marketing	3
Term Hours		9

Total Hours	30
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 Capstone