

DIGITAL MARKETING CERTIFICATE

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

Program Learning Outcomes

Upon completion, the student will be able to:

1. Construct an integrated marketing strategy and plan incorporating the marketing mix.
2. Apply digital marketing and social media marketing strategies to build brand awareness in marketing communications.
3. Create graphic and digital design layouts focusing on user experience using industry standard software

Digital Marketing and Media Major

Technical Standards

See here for details.

First Year

First Semester		Hours
CPT 1250	Computer Applications in the Workplace	3
MKT 1010	Principles of Marketing	3
MKT 2300	Social Media Marketing	3
Term Hours		9

Second Semester

CPT 2650	Creating and Editing Digital Images	3
CPT 2700 or CPT 2750	Digital Video Editing or HTML and CSS	3
MKT 2000	Digital Marketing and Analytics	3
Term Hours		9
Total Hours		18