

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.

Digital Marketing and Media Major

Technical Standards

See here for details.

First Year

First Semester		Hours
CPT 1250	Computer Applications in the Workplace	3
CPT 2650	Creating and Editing Digital Images	3
MKT 1010 	Principles of Marketing	3
 MKT 2300	Social Media Marketing	3
Term Hours		12

Second Semester

MKT 2000	Digital Marketing and Analytics	3
CPT 2700	Digital Video Editing	3
or CPT 2750	or HTML and CSS	
or CPT 2760	or Animation	
Term Hours		6
Total Hours		18