

# Digital Marketing Certificate

Program Code 9010410

The Digital Marketing Certificate is designed for people who desire to incorporate cutting-edge marketing techniques into an organization's new and existing marketing activities. Learners who understand new media techniques and complete this certificate may become social media planners, project managers, marketing specialists, public relations coordinators, promotional planners, or marketing analysts. Completers can expect to pursue employment in these positions in an extremely wide range of business to consumer (B2C) and business to business (B2B) organizations. All credits from this certificate may be applied toward the Marketing-Digital Marketing Emphasis associate degree or the Digital Marketing technical diploma.

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## CURRICULUM

Catalog No.	Description	Credits
10-104-119	Social Media Marketing	3
10-104-172	Marketing Content Management	3
10-104-174	Marketing Analytics	3
10-104-175	Engagement Strategies	3
10-135-180	Web Campaign Management	3
<b>Certificate Total</b>		<b>15</b>