

Plan of Study

Business Programs

Digital Marketing Certificate

Name _____
 Student # _____
 Date Entered _____
 Advisor _____

**BUSINESS AND ENGINEERING
 TECHNOLOGIES DIVISION**
 Effective Autumn Semester 2016

| FIRST SEMESTER | | G/T/B | CR | |
|----------------|---|-------|-----------|--|
| MKTG 1125 | Introduction to Social Media | T | 3 | |
| MKTG 2200 | Digital Marketing | T | 3 | |
| MKTG 2360 | Direct & Database Marketing | T | 3 | |
| MKTG 2550 | Marketing Information & Consumer Analysis | T | 3 | |
| CSCI 1320 | Database Fundamentals | B | 2 | |
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| TOTAL | | | 14 | |

| SECOND SEMESTER | | G/T/B | CR | |
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| THIRD SEMESTER | | G/T/B | CR | |
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| FOURTH SEMESTER | | G/T/B | CR | |
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| CERTIFICATE REQUIREMENTS | |
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| TOTAL CERTIFICATE CREDIT HOURS | 14 |