



## Digital Marketing Certificate

### 2018–2019

#### **DESCRIPTION:**

Digital marketing is an effective way to build customer relationships and promote organizational products or services. When developed within an Integrated Marketing Communications (IMC) strategy, digital marketing provides tools and tactics designed to reach the on-the-move consumers of today.

This certificate series begins with an overview of the social media marketing landscape and then moves through a variety of digital media tools and tactics. The program then takes a detailed look at opportunities and strategies associated with leading channels and platforms including digital, mobile, and emerging technologies. By the end of this program, students will construct marketing programs into a single, integrated plan based on organizational priorities and resources within the digital media landscape. For more information, see [csc.edu/academics/departments/marketing](http://csc.edu/academics/departments/marketing).

#### **ADMISSION REQUIREMENTS:**

This is a non-selective, open admission program; students may start in any semester.

#### **ONGOING REQUIREMENTS:**

Students must maintain the minimum GPA required by the College.

#### **OPPORTUNITIES FOR GRADUATES:**

##### **Career:**

Completion of the Digital Marketing Certificate will provide students with the knowledge and skill sets needed to serve in a variety of career positions. Examples include email marketing representative, digital account executive, search and SEO specialist, social media manager, PPC search specialist, and digital media sales executive. Overall employment of advertising, promotions, and marketing managers is projected to grow 10 percent from 2016 to 2026, faster than the average for all occupations. Advertising, promotions, and marketing campaigns will continue to be essential for organizations as they seek to maintain and expand their share of the market (United States Department of Labor, Occupational Outlook).

Digital marketing spending in the United States will near \$120 billion by 2021. Investment in paid search, display advertising, social media advertising, online video advertising and email marketing will pace to 46% of all advertising in five years (Forbes, January 26, 2017).

##### **Transfer:**

Many of the courses required in the certificate are requirements or electives that can be applied to the Marketing A.A.S. or Business Management A.A.S. degrees.

**CERTIFICATE REQUIREMENTS (DIGITAL MARKETING CERTIFICATE):****FIRST SEMESTER**

Course	Term	Credits	Milestones/Progress Check
MKTG 2200 Digital Marketing	AU/SP	3	
MKTG 1125 Introduction to Social Media	AU/SP/SU	3	
MKTG 2360 Direct and Database Marketing	SP	3	
MKTG 2550 Consumer Behavior	AU	3	
	AU/SP/SU	3	
	<b>Semester Credits</b>	<b>15</b>	
	<b>Total</b>	<b>15</b>	

AU: Autumn Semester/SP: Spring Semester/SU: Summer Semester  
Requirements subject to change.