



## Department of Digital Media

### Marketing/Digital Communication Certificate of Achievement

Marketing/Digital Communication Certificate of Achievement requires the successful completion of 8 required courses and 8 units of elective courses for a total of 20 units.

Marketing and communications professionals design, implement, manage and measure marketing approaches for web-based campaigns. This certificate focuses on designing and implementing marketing ideas and strategies via web and digital platforms. Students have the opportunity to develop ideas and concepts, delineate marketing strategies, construct and present marketing approaches for web and mobile based campaigns. Emphasis is on researching and writing strategic business and marketing plans, concept and content development, and integrating marketing solutions into digital, mobile and social media environments. Career opportunities exist in digital marketing, social media marketing, and emergent digital marketing fields.

#### REQUIRED COURSES:

- DIGM 001 Digital Application Basic (3)
- DIGM 011 Blogs and Site Development Wordpress (1)
- DIGM 21A Web Development 1 (4)
- DIGM 025 Introduction to Internet Marketing (1)
- DIGM 025A Advanced Internet Marketing (1)
- DIGM 025B Social Media Marketing (1)
- BUSN 056 Marketing Principles (3)
- BUSN 078 Business Communication (3)

#### CHOOSE 3 UNITS FROM THE FOLLOWING ELECTIVES:

- DIGM 002 Introduction to Electronic Communication (3)
- DIGM 003 Introduction to Graphic Design (3)
- DIGM 099 Introduction to Typography (3)

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**Total Units 20**

