

PROGRAM OF STUDY

Marketing/Digital Communications Certificate of Achievement Certificate of Achievement

Curriculum committee Approval Date: 12/07/2011

Governing Board Approval Date: 04/17/2012

The Marketing/Digital Communications Certificate of Achievement requires the successful completion of 5 required courses (18 units) and 2 units of electives.

This program provides Career Technical Education opportunities in the areas of business communication, marketing, web communications, digital media production, graphic design and web/mobile design. This certificate provides a specialized focus in developing a foundation for implementing marketing ideas and strategies via web and digital platforms. Upon completion of this program a student should be able 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.

Upon successful completion of this program, career opportunities exist in marketing communications, social media marketing, web and mobile design and production, and other areas in the field of marketing communications.

| Required Courses | | Units |
|--------------------|--------------------------------------|-------|
| DM/IS010C | Introduction to Digital Imaging | 4 |
| DM/IS014C | Digital Illustration: Illustrator | 4 |
| BUS056 | Marketing Principles | 3 |
| BUS078 | Business Communication | 3 |
| DM/IS023 | Web Design: Dreamweaver | 4 |
| Choose 2 Electives | | Units |
| DM/IS025 | Introduction to Internet Marketing | 1 |
| DM/IS025B | New Media Marketing | 1 |
| DM/IS025C | Web SEO (Search Engine Optimization) | 1 |
| DM/IS025E | Mobile Advertising | 1 |

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| Total Units | 20 |
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