



### **Digital Marketing Specialist (CCC)**

*College Credit Certificate | Code: 65096 | 12 credits*

***Effective Term: Spring 2020 (2203)***

#### **Program Description:**

The Digital Marketing Specialist Certificate is designed to prepare students to build and execute a digital marketing plan using digital tools to design, distribute, promote, and price a product or service. Graduates will understand how to connect with consumers using multiple digital platforms to create effective targeted promotional campaigns.

#### **MAJOR COURSE REQUIREMENTS (12.00 credits)**

|          |                              |             |
|----------|------------------------------|-------------|
| MAR 1011 | Principles of Marketing      | (3 credits) |
| MAR 1720 | Marketing in a Digital World | (3 credits) |
| MAR 2101 | Social Media Marketing       | (3 credits) |
| MAR 2704 | Marketing Web Analytics      | (3 credits) |