DIGITAL MARKETING CERTIFICATE +

The Digital Marketing certificate provides students with a comprehensive set of tools and knowledge required for entry-level roles in digital marketing and e-commerce. Emphasis is placed on essential digital marketing skills, including SEO, SEM, social media management, email marketing, and the application of digital marketing and e-commerce skills to help businesses grow their online presence and sales. The certificate is designed to provide a broad overview of the digital marketing and e-commerce landscape. Courses in the Digital Marketing certificate can be applied to CCV's Business associate degree or Professional Studies associate degree programs.

❑ INT 1050 - Dimensions of Self & Society
❑ COM 1070 - Social Media & Communication
❑ BUS 1135 - Introduction to Digital Marketing
❑ CIS 1151 - Website Development
❑ CIS 1170 - Introduction to Web Analytics
❑ BUS 2245 - Search Engine Marketing & Optimization
❑ BUS 2380 - Digital Marketing & E-commerce
❑ BUS 2390 - Social Media Strategy for Business

Total Credits: 24

+ This program can be completed fully online.

This page is an excerpt from the official CCV '23 -'24 catalog and is subject to change. Refer to catalog.ccv.edu for the most current and official information.