

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 (A.S.) or Professional Studies (A.S.) degrees.

Required courses are listed in the order in which we recommend you take them.

- 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.