



Pre-Baccalaureate Certificate

# Digital Marketing Certificate

• CIP 521499 • 21 credits

## Program Description

The field of Digital Marketing has emerged and exploded as everyone and everything goes online. It is a very exciting, yet challenging, time for business professionals as they struggle to embrace innovative marketing strategies and new digital technologies in order to engage online audiences, cultivate digital opportunities and achieve a competitive advantage. Those individuals who understand the emerging trends and can leverage the power of mobile devices, social networks, graphic design, and the interactive Web are in high demand in the marketplace.

A certificate in Digital Marketing combines hands-on technical application, business theory, and best practices. The Certificate in Digital Marketing is uniquely designed for career professionals interested in understanding the role of digital media in business. Students will take one foundation course which will introduce current trends in social media, web analytics, mobile, content, email marketing, online automated tools, search engine optimization, digital advertising, and viral marketing. Students then have the opportunity to customize their curriculum by choosing six electives from CCG’s course listing. This allows students to select courses based on their specific professional interests and goals.

**Prerequisite:** Pass English diagnostic exam or Fundamentals of English.

## Program Outcomes

- Develop an understanding of how digital marketing principles and strategies are used to achieve marketing, management, and business objectives.
- Identify ways in which marketing practices evolve within a digital framework and integrate digital components into a comprehensive marketing plan.
- Conduct research on contemporary issues in digital marketing and apply statistical reasoning toward forming research findings.
- Devise targeted marketing strategies in a digital framework and determine the measurements and metrics to be used for continual analysis.
- Develop, analyze and design basic websites geared toward the goals of effective marketing, advertising, public relations, and e-commerce.
- Analyze companies’ search engine performance strategies and identify optimal solutions to maximize return on investment.
- Formulate digital marketing communications to promote customer relationships, enhance brand image, and expand market reach.

**Program chair:** Christopher Weir, Ed.D., M.A.

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**Program chair, Asia:** Paul Chao, DBA, PE

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## Digital Marketing Curriculum .....21 credits

This seven-course certificate includes one required course and six electives.

**Required course** .....3

DMK 205W Digital Marketing

**Digital Marketing Electives** .....18

*Choose six courses from the list below:*

DMK 210W Viral Marketing and Digital Presence

DMK 230W Data Analysis, Metrics and Measurement of Digital Marketing

DMK 301W Laws, Ethics and Social Responsibility in a Digital Age

DMK 305W Digital Advertising

DMK 315W Online Content Marketing and Consumer Behavior

DMK 330W Targeted Marketing and Social Optimization

DMK 340W Search Engine Optimization

DMK 401W Fundamentals of Web Design

DMK 405W Emerging Trends in Digital Marketing

DMK 410W Global Strategies in Digital Marketing

DMK 420W Mobile Marketing

DMK 428W Digital Marketing, Big Data, and Web Analytics

DMK 450W Digital Marketing Capstone

(All courses @ 3 credits except as noted.)