Digital Marketing Certificate

The Digital Marketing certificate is a program designed to introduce students to digital and multi-channel marketing. Students will learn the technical skills and marketing strategy knowledge they need to identify, engage, and develop successful relationships with customers in today's digital environment.

(Major Code 5470; CIP Code 52.1401)

Marketing and Management Program web page (http://www.jccc.edu/academics/credit/marketing-management/)

Program Learning Outcomes

Johnson County Community College (JCCC) is committed to offering high-quality affordable programs that focus on developing knowledge and skills conducive to life-long learning. Both the General Education Student Learning Outcomes (https://www.jccc.edu/about/leadership-governance/administration/institutional-effectiveness-branch/outcomes-assessment/learning-outcomes.html) and Institutional Learning Outcomes (https://www.jccc.edu/about/leadership-governance/administration/institutional-effectiveness-branch/outcomes-assessment/institutional-learning-outcomes.html) convey JCCC's approach to programmatic outcomes. Additionally, students who successfully complete the Digital Marketing Certificate from JCCC will be able to:

- Demonstrate understanding of the key concepts of digital marketing.
- Be aware of and have a working understanding of the latest technology used in digital marketing.
- Understand and apply ethical standards in digital marketing.
- Solve problems critically with digital marketing strategies.

Certificate Requirements

First Semester

Code	Title	Hours
MKT 146	Introduction to Social Media Marketing	3
MKT 205	eMarketing	3
MKT 230	Marketing	3
or MKT 202	Consumer Behavior	
or MKT 240	Advertising and Promotion	
Total Hours		**9**

Second Semester

Code	Title	Hours
FASH 235	Online Retailing	3
or WEB 110	HTML and CSS	
MKT 134	Professional Selling	3
or MKT 180	Experiential Marketing	
MKT 275	Marketing Analytics and CRM (Customer Relationship Management)	3
VDA 112	Photoshop I*	1
Total Hours		**10**

Total Program Hours: 19

* This course has registration requirements.