

# Digital Marketing Certificate

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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; State CIP Code 52.1401)

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

## First Semester

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

CDTP 135	Desktop Photo Manipulation I: Photoshop	1
MKT 134	Professional Selling	3
or MKT 180	Experiential Marketing	
MKT 275	Marketing Analytics and CRM (Customer Relationship Management)	3
WEB 110	HTML and CSS	3
or FASH 235	Online Retailing	
Total Hours		10

**Total Program Hours: 19**