

## 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; 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	
<b>Total Hours</b>		<b>9</b>

#### 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
<b>Total Hours</b>		<b>10</b>

**Total Program Hours: 19**

\* This course has registration requirements.