

DIGITAL MARKETING CERTIFICATE

Division: Business and Computer Information Systems

PROGRAM CODE: 2C39439

The **Digital Marketing Certificate** is designed for students who intend to seek immediate employment in the field of digital marketing and/or business, and those presently employed in digital marketing but seeking advancement. Digital marketers are in high demand, but it is a crowded field. This program helps you to differentiate yourself with multi-platform fluency and real-world experience with the most important tools and platforms. This unique program ensures you learn exactly the skills you'll need to succeed. Graduates of this program may be employed in a number of jobs and career areas such as social media manager, advertising specialist, digital marketer, and digital marketing specialist. This program may be complemented by also enrolling in BUS 295 F (Business Internship). A grade of C or better is required in each course taken. This certificate requires a total of 18-20 units.

Code	Title	Units
Required Courses (9 units):		
BUS 170 F	Principles of E-Commerce	3
CIS 152 F	Web Design I (formerly Web Page Design II)	3
MKT 151 F	Digital Marketing (formerly New Media)	3
Restricted Electives (9-11 units)		9-11
MKT 160 F	Introduction to Digital Marketing	1
MKT 161 F	Web Design for Digital Marketing	1
MKT 162 F	Search Engine Optimization	1
MKT 163 F	Search Engine Marketing	1
MKT 164 F	Online Advertising	1
MKT 165 F	Content Considerations for Digital Marketing	1
MKT 166 F	Social Media Marketing	1
MKT 167 F	Email Marketing	1
MKT 168 F	Digital Analytic Tools	1
MKT 169 F	Digital Marketing Capstone: Strategy and Execution	3
MKT 170 F	Marketing Information Systems	1
Total Units		18-20

Outcome 1: Utilize a working vocabulary of digital marketing terminology.

Outcome 2: Create a basic digital marketing plan for a small business.

https://www.curricunet.com/fullerton/reports/program_report.cfm?programs_id=1244