

# DIGITAL MARKETING CERTIFICATE

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**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.

<b>Code</b>	<b>Title</b>	<b>Units</b>
<b>Required Courses (9 units):</b>		
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
<b>Restricted Electives (9-11 units)</b>		<b>9-11</b>
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
<b>Total Units</b>		<b>18-20</b>

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

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

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[https://www.curricunet.com/fullerton/reports/program\\_report.cfm?programs\\_id=1244](https://www.curricunet.com/fullerton/reports/program_report.cfm?programs_id=1244)