

# CAREER EXPLORATION: DIGITAL MARKETING

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## Certificate of Completion

Program #3P44243

This program will provide students with the opportunity to explore digital marketing concepts and acquire practical skills for personal and professional growth. Students will gain knowledge and confidence in utilizing digital marketing strategies to enhance their social media presence and content creation. Students will use Word Processing and Photo / Video Editing software to achieve their goals.

The curriculum is structured to impart a well-rounded skill set. Students will learn what skills an employee would be desirable in a Digital Marketing career. The course will enhance their office skills and understanding of social media and digital ethics and strengthen their creativity and problem-solving skills by creating long-term projects. Upon successful completion, students will prepare for entry-level employment in the Digital Marketing job and for more advanced industry-specific training and certificated programs.

Code	Title	Hours
<b>Required Core Courses (180 Hours)</b>		
WFPR 232	Career Exploration: Digital Marketing	90
WFPR 233	Career Exploration: Digital Marketing Portfolio	90
<b>Total Hours</b>		<b>180</b>

## Plan of Study

First Year

First Semester	Hours	Second Semester	Hours
WFPR 232		90 WFPR 233	90
	<b>90</b>		<b>90</b>
<b>Total Hours 180</b>			

## List of Courses

**WFPR 232**

**Career Exploration: Digital Marketing**

This course is designed to help students with disabilities explore digital marketing concepts and acquire practical personal and professional growth skills. Students will gain knowledge and confidence in utilizing digital marketing strategies to enhance their social media presence and content creation. *(Apportionment)*

**WFPR 233**

**Career Exploration: Digital Marketing Portfolio**

This course is designed to provide students with disabilities to explore digital marketing concepts. Students will gain knowledge and confidence in utilizing digital marketing strategies to enhance their online presence, communicate effectively, and engage with various audiences. *(Apportionment)*