

CA Digital Marketing

The Digital Marketing Certificate of Achievement extends the foundational digital marketing curriculum with a deeper focus on business principles and workplace skills. In addition to marketing courses, students can study topics such as human relations, business communications, entrepreneurship, and international business, offering a well-rounded perspective on both digital marketing and management. This 18-unit program prepares students for entry-level positions in digital marketing and enhances their qualifications with broader expertise in business and communication. Graduates will gain a competitive advantage for roles in both marketing and management by developing essential technical and soft skills relevant to today's dynamic business environment.

Career Opportunities

Graduates of the Digital Marketing Certificate of Achievement can pursue entry-level positions such as social media coordinator, digital marketing assistant, or content creator in various industries. Additionally, this certificate enhances the skill sets of professionals in marketing roles, preparing them for advancement into specialized areas like Search Engine Optimization (SEO), social media marketing, paid advertising, and digital analytics.

Program Learning Outcomes

Students completing this program will be able to:

1. Design and manage digital marketing content using current technology to engage in creative problem solving and effectively reach target audiences.
2. Communicate digital marketing concepts professionally through written, oral, and visual presentations, utilizing current technology to effectively convey strategies, campaign results, and industry insights effectively.
3. Identify and apply ethical standards in digital marketing practices, demonstrating social responsibility and integrity in all marketing initiatives and interactions.
4. Analyze digital marketing challenges, interpret performance metrics, and identify industry trends to make informed decisions and optimize marketing strategies effectively.

Complete Core Courses, 12 units		Units
BUS. 180	Marketing	3 units
BUS. 193	Digital Marketing	3 units
BUS. 233	Social Media Marketing	3 units
MGMT 100	Introduction to Business Management	3 units

Selective Courses: choose 6 units from the following:

List A: Complete 3 units from the following courses:

		Units
BUS. 101	Human Relations in the Workplace	3 units
OR		
BUS. 401	Business Communications	3 units

List B: Complete 3 units from the following courses:

		Units
BUS. 100	Introduction to Business	3 units
BUS. 125	International Business	3 units
BUS. 150	Entrepreneurship: Small Business Management	3 units
BUS. 201	Business Law	3 units
BUS. 230	International Marketing	3 units

