

CS Digital Marketing

The Digital Marketing Certificate of Specialization provides students with a comprehensive introduction to core marketing principles and cutting-edge digital marketing practices. Students will develop the skills needed to excel in the fast-evolving marketing industry through hands-on experience with digital marketing tools, social media platforms, and data-driven business strategies. This program is designed for individuals aiming to launch a career in digital marketing or for professionals seeking to advance their expertise in this high-demand field. Whether pursuing entry-level roles or enhancing existing marketing positions, students will be well-prepared for success in today's digital marketplace.

Career Opportunities

Graduates of the Digital Marketing Certificate of Specialization 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.
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

