

# DIGITAL MARKETING MANAGEMENT (0424)

COLLEGE CREDIT CERTIFICATE



*This program provides students a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.*

*This program is an intermediate step toward the Associate in Science degree in Business Administration.*

If you need additional information after seeing an advisor, please send an email to [BCCInfo@SJRstate.edu](mailto:BCCInfo@SJRstate.edu).

## CERTIFICATE SPECIFIC COURSES:

MAR	2011	Principles of Marketing.....	3
MAR	2723	Social Media Implementation.....	3
CGS	2871	Multimedia.....	3
CGS	2554	Introduction to Electronic Commerce .....	3

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**REQUIRED TOTAL CREDIT HOURS** **12**

PROGRAMS OF STUDY

BUSINESS

