

ROWAN COLLEGE OF SOUTH JERSEY
Digital Marketing
Certificate of Achievement (COA)
Program Requirements

The goal of this Certificate of Achievement (COA) is to provide an understanding of the use of digital marketing in today's organizations. The Certificate of Achievement series also allows working professionals the opportunity to obtain additional knowledge and skills while earning college credits.

Required Core Courses

Core Courses

BUS 221	Principles of Marketing	3
BUS 224	Social Media and Internet Marketing	3
BUS 225	Principles of Advertising	3
CIS 151	Web Development - HTML/CSS	4
CIS 154	Advanced Web Development	3

TOTAL CREDITS: 16