

**ROWAN COLLEGE OF SOUTH JERSEY**

**Digital Marketing**

**Certificate of Achievement (COA)**

**Program Requirements**

This certificate program is designed to provide an understanding of the use of digital marketing in today's organizations. A Certificate of Achievement also allows working professionals the opportunity to obtain additional knowledge and skills while earning college credits.

**Required Core Courses**

**Core Courses**

BU 207	Introduction to Marketing	3
BU 216	Social Media and Web Analytics	3
BU 117	Advertising	3
CS 156	Web Development – HTML/CSS	4
CS 157	Advanced Web Development	3

**TOTAL CREDITS: 16**