



Digital Marketing, COA

[COA-CADM; CIP Code 52.1401]

Certificate of Achievement



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.

Program Contact

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|---|---|
| <input type="checkbox"/> BUS 221 Principles of Marketing | 3 |
| <input type="checkbox"/> BUS 224 Social Media Marketing and Web Analytics | 3 |
| <input type="checkbox"/> BUS 225 Principles of Advertising | 3 |
| <input type="checkbox"/> CIS 151 Web Development – HTML/CSS | 4 |
| <input type="checkbox"/> CIS 154 Advanced Web Development | 3 |

TOTAL CREDITS: 16

This certificate of achievement stacks into the Digital Marketing, A.A.S. program.

✦ Are you ready to get started at RCSJ?
Visit [RCSJ.edu/Enroll](https://www.rcsj.edu/enroll) and complete the interest form. ✦