



[DIMKCOA 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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Digital Marketing, COA

FIRST YEAR — Fall Semester

☐ BUSN 250 Principles of Marketing	3
☐ BUSN 258 Social Media Marketing and Web Analytics	3
☐ BUSN 238 Principles of Advertising	3
☐ CISM 151 Web Development-HTML/CSS	4
☐ CISM 152 Advanced Web Development	3
	16

TOTAL MINIMUM CREDITS: 16

Program Notes

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. ✦