



Digital Marketing, COA

Core Courses

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

TOTAL CREDITS: 16

[DIMK.COA; 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.

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.