



# Digital Marketing, COA

## Core Courses

<input type="checkbox"/> BU 207 Principles of Marketing	3
<input type="checkbox"/> BU 216 Social Media Marketing and Web Analytics	3
<input type="checkbox"/> BU 117 Principles of Advertising	3
<input type="checkbox"/> CS 156 Web Development – HTML/CSS	4
<input type="checkbox"/> 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.*

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and complete the interest  
form. ✦