

CERTIFICATE PROGRAM

Danville Area Community College  
2019-2020

Digital Marketing Certificate

Certificate Program

This certificate encompasses the spectrum of activities from viewing, clicking, sharing, liking a brand, mobile phone app, or tweet and much more. Learn digital marketing methods that involve interactive digital channels such as owned content, pop-up advertising, search engine optimization, and search engine marketing, messaging and social media.

| REQUIRED COURSES                                 | HOURS | F,S,I,SU | GRADE |
|--|-------|----------|-------|
| <b>First Semester</b>                            |       |          |       |
| BMGT 117 Principles of Marketing                 | 4     |          |       |
| BMGT 244 Digital Marketing                       | 2     |          |       |
| INFO 174 Intro to Web Design: HTML/CSS <i>OR</i> |       |          |       |
| BOFF 220 Graphic Editing and Illustration        | 3     |          |       |
| Communication Elective                           | 3     |          |       |
| Total  | 12    |          |       |
| <b>Second Semester</b>                           |       |          |       |
| BMGT 213 Principles of Advertising               | 3     |          |       |
| BMGT 210 Content and Social Media Marketing      | 2     |          |       |
| BOFF 222 Design for Blogging Platforms           | 3     |          |       |
| Math Elective                                    | 3     |          |       |
| <b>CHOOSE ONE BUSINESS ELECTIVE</b>              | 3     |          |       |
| BMGT 201 Digital Promotions                      |       |          |       |
| BMGT 213 Principles of Advertising               |       |          |       |
| BOFF 253 Social Media for Business               |       |          |       |
| Total  | 14    |          |       |

Total Hours 26

Gainful Employment:

For program costs, completion and graduate information see

<http://www.dacc.edu/assets/pdfs/cguides/2019-2020/GEA/DigitalMarketing.pdf>