

RCTC PROGRAM PLAN

DIGITAL MARKETING SPECIALIST

Certificate

I. PROGRAM CORE REQUIREMENTS	17 CREDITS
BUS 2201, Principles of Marketing, 3 cr	
BUS 2202, Consumer Promotions & Digital Marketing, 3 cr	
BUS 2143, Social Media Management Strategies, 3 cr	
BUS 2144, E-Business Management 3 cr	
BUS 2508, Sales Management & Analytics 3 cr	
BUS 2296, Business Internship, 2 cr	

TOTAL 17 CREDITS

PROGRAM OUTCOMES:

Upon completion of the Digital Marketing Specialist certificate program at RCTC, students will achieve the following outcomes:

- Utilize data driven analysis to create digital marketing solutions.
- Identify influencing factors within the digital landscape that drive the consumer buying behavior, product preferences, channel selection, device preference and social media.
- Create digital marketing strategies through digital channels including search engines, website, social media, email and mobile applications.
- Develop effective digital marketing plans based on current business market conditions.
- Preparation to take the Google Analytics & Google AdWords certification exams.

ADDITIONAL NOTES:

Upon successful completion of the certificate, students are prepared to complete the Google Analytics and Google AdWords certification exams.

Revised: 02/26/2020

Implementation: Fall 2020