

## DIGITAL MARKETING SPECIALIST CERTIFICATE

**Purpose:** This certificate develops skills in the rapidly growing field of digital marketing. In a world where more and more activities are centered online, developing an effective digital marketing plan is central to remaining competitive in the current business environment. Digital marketers are involved in creating and measuring effective marketing campaigns through identifying factors within the digital landscape that drive the consumer buying behavior, product preference, channel selection, device preference, and social media. This certificate provides a foundation in digital marketing and data driven analysis, while teaching the strategies and techniques to create digital marketing solutions. Upon completion of this certificate, students are prepared to complete the Google Analytics and Google AdWords certification exams. In addition, they can apply this certificate in completing their Business Management-Marketing A.A.S. degree.

### **Award**

*Digital Marketing Specialist Certificate .....17 credits total*

*Digital Marketing Specialist curriculum ..... 17 credits*

### **RECOMMENDED FULL-TIME COURSE SEQUENCE**

*Not all courses are scheduled every semester. See course schedule: <https://eservices.minnstate.edu/registration/search/basic.html?campusid=306>.*

<b>Semester 1</b>		<b>Semester 2</b>	
BUS 2201 Principles of Marketing	3 cr	BUS 2202 Consumer Promotions & Digital Marketing	3 cr
BUS 2144 E-Business Management	3 cr	BUS 2143 Social Media Management Strategies	3 cr
BUS 2508 Sales Management & Analytics	3 cr	BUS 2296 Business Internship	2 cr
<b>Total Credits</b>	<b>9</b>	<b>Total Credits</b>	<b>8</b>

Course descriptions can be found at: <https://www.rctc.edu/academics/courses/course-descriptions>.