

DIGITAL MARKETING - BASIC TECHNICAL CERTIFICATE (BTC)

Explore More About This Program: <https://cwi.edu/program/marketing-communications>

Certificate Quick Facts

- **Instructional School:** Social Sciences and Public Affairs
- **Department:** Communication, Marketing, and Media Arts
- **Program Code:** MRKT-DM.BTC
- **Program Type:** Career and Technical Education
- **Available Fully Online:** No
- **Eligible for Federal Financial Aid:** No

NOTE: Courses required for this program *may* have an additional fee; more information can be found on the [Special Course Fees](#) web page.

Certificate Requirements

Course	Course Title	Min Credits
Major Requirements		
COMM 259	Communicating Through Web Design	3
COMM 275	Digital Design and Publishing	3
MRKT 125	Introduction to Marketing	3
Minimum Credit Hours Required		9

NOTE: This certificate is not eligible for federal financial aid due to program length.

Certificate Plan: Fall Start

The course sequence listed below is strongly recommended in order to complete your program requirements. Many Career and Technical Education (CTE) courses have prerequisites and/or corequisites that have been accounted for within this Plan of Study Guide. Please register for each semester as shown using the Student Planning tool in myCWI. Consult your advisor for any questions regarding this course sequence plan.

Second Year

Fall		Credit Hours
COMM 275	Digital Design and Publishing	3
MRKT 125	Introduction to Marketing	3
Total Semester Credit Hours		6
Spring		
COMM 259	Communicating Through Web Design	3
Total Semester Credit Hours		3
Minimum Credit Hours Required		9

NOTE: This certificate is not eligible for federal financial aid due to program length.

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Comprehend the functions of marketing.
- Envision and produce organizational and product branding.
- Summarize the process of supply-chain management.
- Analyze and devise the components of marketing.
- Understand and utilize basic principles of digital design and visual communication.
- Produce digital images and layouts for a variety of applications.
- Demonstrate ability to embed digital images into social media.
- Critique and make improvements to digital images in regard to consumer appeal.
- Gain a basic understanding of HyperText Markup Language (HTML) and Cascading Style Sheets (CSS).
- Demonstrate ability to embed a variety of media content into websites.

- Investigate and implement functionality to the website that extends the basic operation of the content management system (CMS).
- Assess and implement backup and recovery strategies for the content management system (CMS) website.