

# DIGITAL MARKETING - BASIC TECHNICAL CERTIFICATE (BTC)

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

## Plan of Study Guide: 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 Student Success 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
<b>Total Semester Credit Hours</b>		<b>6</b>
Spring		
COMM 259	Communicating Through Web Design	3
<b>Total Semester Credit Hours</b>		<b>3</b>
<b>Minimum Credit Hours Required</b>		<b>9</b>

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