

# DIGITAL MARKETING - BASIC TECHNICAL CERTIFICATE (BTC)

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

## 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.