

MARKETING COMMUNICATIONS - INTERMEDIATE TECHNICAL CERTIFICATE (ITC)

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:

- Apply, measure, and evaluate digital marketing efforts.
- Apply and assess the latest digital marketing technologies.
- Discuss and analyze the role of digital media in different marketing fields.
- Marketing Communications graduates will be able to articulate the ethical impact of digital marketing efforts.
- Develop written communication skills that are applicable to a profession in digital marketing.
- Analyze and apply design concepts and tools to execute marketing campaigns.