

CERTIFICATE PROGRAM

Danville Area Community College 2021-2022

Digital Marketing Certificate

Certificate Program

This certificate encompasses the spectrum of activities from viewing, clicking, sharing, liking a brand, mobile phone app, or tweet and much more. Learn digital marketing methods that involve interactive digital channels such as owned content, pop-up advertising, search engine optimization, and search engine marketing, messaging and social media.

REQUIRED COURSES	HOURS	F,S,I,SU	GRADE
Degree Sequence			
BMGT 117 Principles of Marketing	4		
BOFF 253 Social Media for Business (pre: Placement into ENGL 101)	3		
BMGT 244 Digital Marketing (pre: BOFF 253)	3		
BMGT 202 Content Creation (pre: BOFF 253)	3		
BOFF 275 Social Media Management (pre: BOFF 253)	3		
BOFF 270 Marketing Analytics	3		

Total Hours 19

Gainful Employment:

For program costs, completion and graduate information see

<https://www.dacc.edu/assets/pdfs/cguides/2021-2022/GEA/DigitalMarketing.pdf>