

Digital Marketing Promotions

About the Digital Marketing Program

The local certificate will qualify a graduate for a marketing job at a small to mid-sized business or organization. Proficiency is acquired in market research and digital marketing plan development. Direct experience is gained by working with local businesses on projects such as keyword research, SEO (search engine optimization), designing websites and blogs, managing social media platforms, and developing email newsletter systems. Students will also learn the skills to create digital content such as video presentations, infomercials, social media posts, and banner ads along with digital advertising on several platforms including Facebook, YouTube, and Google. This certificate is ideal for entrepreneurs along with students majoring in business management, marketing, and computer programming.

Program Outline

At A Glance

How You'll Learn

Spring/Summer 2025 Start Dates

January 13

March 10

May 19

June 16

Fall 2025 Start Dates

August 25

October 20

[VIEW FULL ACADEMIC CALENDAR](#)

Cost



This program has a zero cost for textbooks. If you continue your education beyond this program to complete a full associate's degree, there may be additional costs for books.

Outcomes

Careers

Salary

Get Started

Your application can be submitted online, it takes just a few minutes to complete.

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