

BCCC

Baltimore City Community College



DIGITAL MARKETING CERTIFICATE

The primary goal of the Digital Marketing Certificate is to provide a career pathway to a knowledge-economy job and to provide a digital skills curriculum that is more assessable for community college students. Students will have the option to enrich their academic experience and marketing credentials by doing real work projects using the same software they will use in the industry. This certificate provides educational opportunities by supporting students' personal and professional goals through training in digital skills and supporting businesses through marketing solutions that drive business growth. Digital marketing courses help narrow the digital skills gap among college graduates and will help develop goal attainment, digitally prepared, work-ready individuals.

Learn more at
bccc.edu/digitalmarketing



DIGITAL MARKETING CERTIFICATE

28 credit hours



CAREER OPTIONS

- Marketing Associate
- Marketing Representative
- Marketing Coordinator
- Marketing Specialist
- Copywriter
- Social Media Specialist
- Sales Representative
- Marketing Associate

BCCC'S ADVANTAGE

- Small class size
- Virtual & remote learning
- Majority of graduates transfer to a bachelor's degree program or find job placements

SUGGESTED SEQUENCE OF COURSES

Every degree-seeking student must complete the College's General Education Requirements in addition to the requirements of his/her academic program. Through the College's General Education Requirements, students acquire basic knowledge of the disciplines in the areas of arts and humanities, social and behavioral sciences, biological and physical sciences, mathematics, English composition, and computer literacy.

1ST SEMESTER	CREDITS	COURSE #
Preparation for Academic Achievement	1	PRE 100
English Writing	3	ENG 101
Computers for Business Management	3	BUA 112
Modern Elementary Statistics	3	MAT 107
Foundations and Strategy of Marketing	3	DMK 101
13 Credits		

2ND SEMESTER	CREDITS	COURSE #
Marketing Content Strategy & Branding	3	DMK 102
Marketing Analytics & Performance Optimization	3	DMK 200
6 Credits		

3RD SEMESTER	CREDITS	COURSE #
Social Media Marketing	3	DMK 201
Search and Display Advertising	3	DMK 202
Email Marketing	3	DMK 203
9 Credits		

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