Digital Marketing Certificate

AT COLUMBIA COLLEGE

Connect organizations with consumers through digital and social media marketing.

Potential career paths

This program is designed to develop and hone the skills you need to succeed in the digital marketing field.

Columbia College offers:

- ➤ Tutoring
- ➤ Internship opportunities
- ➤ Lifelong career support

Digital Marketing Certificate

This certificate will prepare students with a foundational understanding of the field of digital marketing through the study of marketing principles and consumers. Students will delve into digital & social media marketing and marketing research & analytics. The certificate is available for both students seeking a degree and those who do not wish to pursue a degree.

WHAT YOU'LL LEARN

Complete a total of 16-18 credit hours which provide students with an opportunity for focused study in key business areas which employers' value. Coursework includes:

REQUIRED COURSES

- Principles of Marketing
- Consumer Behavior
- Digital Marketing
- Social Media
- Marketing Research and Analytics

PLUS ONE OF THE FOLLOWING

- Statistics
- Quantitative Reasoning
- Introductory Business Analytics
- Topics (specialized inquiry into topics not covered in the curriculum)

Columbia College
established 1851

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