

Business Administration

Specialization in Marketing and Digital Media (C2512028)

Total Pathway Credit hours: 16

This certificate provides an understanding of the basics of marketing strategies and tactics including promotion, placement, and pricing of products and services. Coursework will prepare students in the areas of digital marketing, advertising, marketing analytics, e-commerce, and social media marketing. To see how this connects with the full degree, review the [program's page](#).

Prefix/Course	Credits	Pre-Requisite	Semester Usually Offered	Transfer Course?
MKT 120 – Principles of Marketing	3		All	No
MKT 225 – Market Research	3	MKT-120	All	No
MKT 232 – Social Media Marketing	4		All	No
MKT 220 – Advertising and Sales Promotion	3		All	No
EMC 210 – Introduction to E-Commerce	3		All	No

Eligibility Requirements

Juniors and Seniors:

- Have an unweighted GPA of 2.8 or greater, Benchmark test scores, or the recommendation of the high school principal or their designee

Freshmen and Sophomores:

- Some High Schools may grant permission; however, different eligibility criteria apply. Please view criteria on our [website](#) under the eligibility criteria for Career and Technical Pathways.