

CONTENT MARKETING: CERTIFICATE OF ACHIEVEMENT

This certificate prepares individuals for marketing coordinator positions utilizing industry content as the basis of a business marketing strategy.

Career Opportunities

Content Marketer

Program Learning Outcomes

1. Demonstrate oral, written, and critical thinking skills required to succeed in business.

Certificate Requirements

Code	Title	Units
Required Courses (19 units)		
BUSI-251	Marketing	3
BUSI-252	Introduction to Social Media	3
DART-120	Introduction to Digital Art	3
ENGL-120	College Composition and Research	4
ENGL-200	Introduction to Creative Writing 1	3
PHOT-110	Smart Phone Photography	3
Total Units		19