



**BUSINESS MARKETING:
DIGITAL MARKETING
CERTIFICATE OF ACHIEVEMENT
SAMPLE SEQUENCE MAP**

This form is designed to be used in partnership with academic counselors. Modifications may be necessary to meet your goals. Seek assistance from an academic counselor each semester to stay on track to completion of major/certificate. There are 3 General Education patterns available. Not all courses on the map are offered every term. Consult the Catalog and the Schedule of Classes for more details

	Courses	Pre- or co-reqs	Credit	GE
Semester 1	BUSMK 259 – Digital Marketing Fundamentals		3	
	BUSMK 261 – Digital Marketing Analytics		3	
	Certificate Applicable Elective: Digital marketing – <i>Recommend BUS 210 Introduction to e-Business</i>	See catalog	3	
	BUSMK 262 - Content Marketing		3	
		Total	12	

	Courses	Pre- or co-reqs	Credit	GE
Semester 2	BUSMK 260 – Social Media Marketing		3	
	Certificate Applicable Elective: Digital marketing, 3 units.	See catalog	3	
		Total	6	

Program total: 18

