

# BUS – DIGITAL MARKETING CERTIFICATE OF ACHIEVEMENT

## SAMPLE PROGRAM SEQUENCE MAP



**Total Units: 18**

Please see a counselor to create an education plan that is customized to meet your academic/professional goals.

This program map represents one possible pathway to complete the program. This program sequence map is not a guarantee of course availability or financial aid applicability.

SEMESTER 1				
Major	BUSMK 259 – Digital Marketing Fundamentals		3	
Major	BUSMK 261 – Digital Marketing Analytics		3	
Major	Certificate Applicable Elective: Digital marketing – <i>Recommend BUS 210 Introduction to e-Business</i>		3	
Major	BUSMK 262 - Content Marketing		3	
			<b>12</b>	

SEMESTER 2				
Major	BUSMK 260 – Social Media Marketing		3	
Major	Certificate Applicable Elective: Digital marketing, 3 units.		3	
			<b>TOTAL</b>	<b>6</b>

**For counseling appointments call 925-969-2140.**