

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 260 – Social Media Marketing		3	
	BUSMK 261 – Digital Marketing Analytics		3	
	BUSMK 262 – Content Marketing		3	
		Total	12	

	Courses	Pre- or co-reqs	Credit	GE
Semester 2				
	Certificate Applicable Elective: Digital marketing, 6 units.	See catalog	6	
		Total	6	

Program total: 18

Tentative Planned Course Offering:

<u>FALL 2019</u>		<u>SPRING 2020</u>		<u>SUMMER 2020</u>	<u>FALL 2020</u>		<u>SPRING 2021</u>	
BUSMK 158	BUSMK 260	BUSMK 255	BUSMK 263	BUSMK 158	BUSMK 158	BUSMK 260	BUSMK 255	BUSMK 263
BUSMK 255	BUSMK 261	BUSMK 256	BUSMK 264		BUSMK 255	BUSMK 261	BUSMK 256	BUSMK 264
BUSMK 256	BUSMK 262				BUSMK 256	BUSMK 262		
BUSMK 259					BUSMK 259			