

BUSINESS MANAGEMENT: DIGITAL MARKETING, C.S.C.

Location(s): AL, NOL

NOVA Code: 221-251-01

Purpose

This program is designed to offer students already employed in marketing the opportunity to improve and update their skills, allowing for advancement on the job. Interested students will have an opportunity to explore e-commerce as a career and become acquainted with fundamental skills.

Recommended Preparation

Students should possess a proficiency in high school English.

One Year

Course	Title	Credits
1st Semester		
ENG 111	College Composition I	3
MKT 201	Introduction to Marketing	3
MKT 282	Principles of E-Commerce	3
SDV 100 or SDV 101	College Success Skills or Orientation to:	1
Credits		10
2nd Semester		
MKT 228	Promotion	3
MKT 284	Social Media Marketing	3
Select one of the following:		3
ENG 112	College Composition II	
ENG 115	Technical Writing	
ENG 116	Writing For Business	
Credits		9
Total Credits		19