

Certificate: Digital Marketing 24-25



ABOUT THIS MAJOR

This certificate is designed to familiarize students with the tools and techniques that are needed to establish, cultivate, and oversee customer relationships in today's digital atmosphere. The following courses (24 units) are required for the social media certificate. Students who successfully complete the certificate requirements may apply the skills that are developed during this program for their own businesses or may apply this knowledge for a position in an entry-level position or as a social media, advertising, or promotion specialist position. For more information, visit the [Social and Behavioral Sciences](#) division.

Residency: Minimum of 12 units completed at AVC with a minimum of 9 of those units completed from the certificate/major. (credit earned by examination will not be included in these 12 units) Title 5, Section 54000: <http://ccr.oal.ca.gov>.

TO EARN A Certificate A STUDENT MUST COMPLETE THE FOLLOWING:

- [1] Completion of Major & Program Electives Courses
- [2] Minimum grade point average of 2.0
- [3] A C or better in all courses required for the major

Certificate- Digital Marketing [Total Units 24]

Required Courses (24 units)	
MKTG101 - Principles of Marketing	3
MKTG130 - Digital Marketing	3
MKTG132 - Social Media Marketing	3
DM101 - Digital Media Arts	3
DM103 - Graphic Design I	3
DM115 - Graphic Communications I	3
Program Electives: Complete (6 units) from the following:	
PHTC125 - Beginning Digital Photography	3
DM113 - Photoshop I	3
DM106 - Video Design & Production I	3
DM127 - Web Design and Production I	3

RECOMMENDED PATHWAY Certificate- Digital Marketing

The Recommended Plan of Study is determined by the discipline faculty.

- Take classes in **Summer** or **Intersession** if needed to complete your degree in a timely manner
- **[#]** recommended courses may select other options.
- Fall/Spring: Max 19 units, 12-15 units Recommended.
- This is a certificate only program, currently no associated degree offered.

TERM 1	
Course	Units
MKTG 101	3
MKTG130	3
PROGRAM ELECTIVE: # PHTC125	3
DM 101	3
Total Units	12

TERM 2	
Course	Units
MKTG 132	3
DM 115	3
DM 103	3
PROGRAM ELECTIVE: CHOOSE ONE FROM LIST	3
Total Units	12

COUNSELING NOTE SECTION

Prerequisite: If a course is listed as a prerequisite for another course, that prerequisite course must be completed with a satisfactory grade to enroll in the next course. A satisfactory grade is a grade of "A," "B," "C" or "P". Students who enroll in classes for which they do not meet the prerequisites will be involuntarily dropped. Students will be notified of this involuntary drop. Title 5, Section 55200(d)

AVC 24-25 CATALOG: [ACADEMIC POLICIES](#)
INFORMATION and RESOURCES

Tutoring Assistance	Career Center	AVC Student Health Services
Transfer Center	Office of Students with Disabilities	Palmdale Center
Basic Needs	Financial Aid	Counseling Division