

DIGITAL BUSINESS MARKETING AND SALES (CERTIFICATE)

Catalog Effective Term: Fall 2024

Program Code: CTBSMS

Credential: Certificate

Program is also available online

High Demand Occupation, High Skill Occupation, High Wage Occupation

This certificate is designed to provide students with the opportunity for employment in digital marketing and sales that require basic digital business applications. Specific skills include customer interface, basic market research, business trends, presentation content, presentation tools, and business market analysis. This program allows students to obtain this certificate as a specialized credential as they progress towards an advanced business certificate, Associate Degree or a transfer pathway to a four-year university.

Program Admission Requirements

Competency in keyboarding and internet navigation skills are necessary for success in this program. If students need to improve keyboarding skills, take BOS 101A Introduction to Keyboarding before beginning the program.

Minimum Credits Required for the Program: 15

Code	Title	Credits
Major/Area Requirements		
BMG 155	Business on the Internet	3
BMG 160	Principles of Sales	3
BMG 205	Creating the Customer Experience	3
BMG 207	Business Communication	3
BMG 250	Principles of Marketing	3
Total Credits		15