

# DIGITAL MARKETING AND ANALYTICS FOUNDATIONS, ADVANCED CERTIFICATE



College(s): HW

Program Code: 0426

*Note: this program's name changed from Digital Marketing and Social Media to Digital Marketing and Analytics Foundations, effective Fall 2026.*

The purpose of the Digital Marketing and Social Media Advanced Certificate is to provide students with marketing management skills, so that they can obtain an entry-level position. Sample concepts to be covered will include: marketing data analytics, project management, digital media, social networking sites, recommender sites, reputation systems, user-generated concepts, social bookmarking and virtual worlds.



## Program Requirements - Fall 2026 or later

Code	Title	Hours
<b>General Education Requirements</b>		
ENGLISH 101	Composition	3
SPEECH 101	Fundamentals of Speech Communication	3
<b>Required Program Core</b>		
BUSINES 111	Introduction To Business	3
BUSINES 231	Marketing	3
BUSINES 248	Digital Literacy for Business	3
BUSINES 260	Digital Marketing and Social Media	3
BUSINES 284	Business Communications	3

or ENGLISH 105 Business Writing

MKTG 116	Social Media Strategy and Content	3
MKTG 114	Multicultural and Inclusive Marketing	3
BUSINES 213	Data Visualization and Presentation for Business	3

### Electives

Select two of the following courses:		6
BUSINES 236	Advertising	
SALES 102	Collaborative Selling & Organizational Dynamics	
MKTG 119	Influence Marketing and Brand Partnership	

**Total Hours** **36**

## Program Requirements - Summer 2026

Code	Title	Hours
<b>Required Program Core</b>		
ENGLISH 101	Composition	3
SPEECH 101	Fundamentals of Speech Communication	3
CIS 120	Introduction to Computer Applications	3
CIS 181	Web Development I/Basic Web Technologies	3
BUSINES 111	Introduction To Business	3
BUSINES 213	Data Visualization and Presentation for Business	3
BUSINES 231	Marketing	3
BUSINES 259	Introduction to Project Management	3
BUSINES 260	Digital Marketing and Social Media	3
BUSINES 284	Business Communications	3
DMD 168	Computer Art I	3
<b>Program Electives</b>		

BUSINES 214 or PHIL 107	The Legal & Social Environment of Business Ethics	3
<b>Total Hours</b>		<b>36</b>

## Pathway

This is an **example course sequence** for students interested in pursuing Digital Marketing and Analytics Foundations. It does not represent a contract, nor does it guarantee course availability. If this pathway is followed as outlined, you will earn an Advanced Certificate.

### Semester-by-Semester Program Plan for Full-Time Students - Fall 2026 and later

All plans can be modified to fit the needs of part-time students by adding more semesters.

Semester 1		Hours
ENGLISH 101	Composition	3
SPEECH 101	Fundamentals of Speech Communication	3
BUSINES 111	Introduction To Business	3
BUSINES 248	Digital Literacy for Business	3
BUSINES 284 or ENGLISH 105	Business Communications or Business Writing	3
<b>Hours</b>		<b>15</b>
Semester 2		Hours
BUSINES 213	Data Visualization and Presentation for Business	3
BUSINES 231	Marketing	3
BUSINES 260	Digital Marketing and Social Media	3
MKTG 114	Multicultural and Inclusive Marketing	3
<b>Hours</b>		<b>12</b>
Semester 3		Hours
MKTG 116	Social Media Strategy and Content	3
Select two of the following courses:		6
BUSINES 236	Advertising	3
MKTG 119	Influence Marketing and Brand Partnership	3
SALES 102	Collaborative Selling & Organizational Dynamics	3
<b>Hours</b>		<b>9</b>
<b>Total Hours</b>		<b>36</b>

Choose your courses with your College Advisor.

### Semester-by-Semester Program Plan for Full-Time Students - Summer 2026

All plans can be modified to fit the needs of part-time students by adding more semesters.

Course	Title	Hours
Semester 1		
ENGLISH 101	Composition	3
CIS 120	Introduction to Computer Applications	3
BUSINES 111	Introduction To Business	3
BUSINES 214	The Legal & Social Environment of Business <sup>1</sup>	3
BUSINES 284	Business Communications	3
<b>Hours</b>		<b>15</b>
Semester 2		
SPEECH 101	Fundamentals of Speech Communication	3
DMD 168	Computer Art I	3
BUSINES 213	Data Visualization and Presentation for Business	3
BUSINES 231	Marketing	3
BUSINES 259	Introduction to Project Management	3
<b>Hours</b>		<b>15</b>

Semester 3		Hours
BUSINES 260	Digital Marketing and Social Media	3
CIS 181	Web Development I/Basic Web Technologies	3
<b>Hours</b>		<b>6</b>
<b>Total Hours</b>		<b>36</b>

All plans can be modified to fit the needs of part-time students by adding more semesters.

## Careers

This program can prepare students for the jobs listed below. Click on each one to learn more, including average earnings, annual job openings, and how much education people in that field have. For additional guidance and resources on career options, current City Colleges students and alumni can contact the Career Services Office (<https://www.ccc.edu/departments/Pages/Career-Services.aspx>).

## Market Research Analysts and Marketing Specialists

### Job Description

Research conditions in local, regional, national, or online markets. Gather information to determine potential sales of a product or service, or plan a marketing or advertising campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution. May employ search marketing tactics, analyze web metrics, and develop recommendations to increase search engine ranking and visibility to target markets.

### Salary Based on Experience Level

Take a look at the average hourly/annual earnings for this career in Cook County

Lightcast earnings figures are based on OES data from the BLS and include base rate, cost of living allowances, guaranteed pay, hazardous-duty pay, incentive pay (including commissions and bonuses), on-call pay, and tips.

### Annual Wages

Entry-Level 10 <sup>th</sup> Percentile	\$45,579
Median 50 <sup>th</sup> Percentile	\$79,043
Senior-Level 90 <sup>th</sup> Percentile	\$148,483

### Hourly Wages

Entry-Level 10 <sup>th</sup> Percentile	\$22
Median 50 <sup>th</sup> Percentile	\$38
Senior-Level 90 <sup>th</sup> Percentile	\$71

### Annual Job Openings

1576 annual openings in Cook County

### National Education Attainment

Here, you can see the level of education that people in this career complete.

Degree Program	% of Jobs
A high school diploma or less	0.00%
A certificate	0.00%
Some college	0.00%
An Associate degree	0.00%
A Bachelor's degree	60.87%
A Master's or Professional degree	39.13%
A Doctoral degree or more	0.00%

100.00% continue their education beyond an associate degree

## Advertising and Promotions Managers

### Job Description

Plan, direct, or coordinate advertising policies and programs or produce collateral materials, such as posters, contests, coupons, or giveaways, to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis.

### Salary Based on Experience Level

Take a look at the average hourly/annual earnings for this career in Cook County

Lightcast earnings figures are based on OES data from the BLS and include base rate, cost of living allowances, guaranteed pay, hazardous-duty pay, incentive pay (including commissions and bonuses), on-call pay, and tips.

#### Annual Wages

Entry-Level 10 <sup>th</sup> Percentile	\$47,442
Median 50 <sup>th</sup> Percentile	\$117,762
Senior-Level 90 <sup>th</sup> Percentile	\$287,265

#### Hourly Wages

Entry-Level 10 <sup>th</sup> Percentile	\$23
Median 50 <sup>th</sup> Percentile	\$57
Senior-Level 90 <sup>th</sup> Percentile	\$138

### Annual Job Openings

19 annual openings in Cook County

### National Education Attainment

Here, you can see the level of education that people in this career complete.

Degree Program	% of Jobs
A high school diploma or less	15.98%
A certificate	0.00%
Some college	7.67%
An Associate degree	8.04%
A Bachelor's degree	62.44%
A Master's or Professional degree	5.87%
A Doctoral degree or more	0.00%

68.31% continue their education beyond an associate degree