DIGITAL MARKETING AND SOCIAL MEDIA, ADVANCED CERTIFICATE

College(s): HW

Program Code: 0426

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 cover will include: marketing data analytics, project management, digital media, social networking sites, recommender sites, reputation systems, user-generated concepts, social bookmarking and virtual worlds.

Future Ready Eligible

Program Requirements

Code	Title	Hours
Required Program Core		
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

Program Electives		
BUSINES 214 or PHIL 107	The Legal & Social Environment of Business Ethics	3
Total Hours		**36**

Pathway

This is an **example course sequence** for students interested in pursuing Digital Marketing and Social Media. 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

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

Semester 1		Hours
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 [1]	3
BUSINES 284	Business Communications	3
	Hours	**15**
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
	Hours	**15**

Semester 3

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

[1] Program Elective

Choose your courses with your College Advisor.

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 10th Percentile	$46,126
Median 50th Percentile	$78,116
Senior-Level 90th Percentile	$147,015

Hourly Wages

Entry-Level 10th Percentile	$22
Median 50th Percentile	$38
Senior-Level 90th Percentile	$71

Annual Job Openings

1892 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 10th Percentile	$50,912
Median 50th Percentile	$108,572
Senior-Level 90th Percentile	$251,291

Hourly Wages

Entry-Level 10th Percentile	$24
Median 50th Percentile	$52
Senior-Level 90th Percentile	$121

Annual Job Openings

41 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