

# Learn from Digital Marketing Experts

The Digital Marketing Specialist certificate program offers professional training by career experts offering a range of valuable benefits:

- **In-Demand Skills:** Digital marketing is a high-demand field, and acquiring these skills can make you more marketable to employers.
- **Career Opportunities:** It opens up various career options in areas like SEO, social media management, content marketing, and more.
- **Stay Current:** The digital landscape is constantly evolving. A class can help you stay updated on the latest trends and technologies.
- **Better Business:** Understanding: If you run a business, knowing digital marketing can help you effectively promote your products or services online.
- **Data-Driven Decisions:** Digital marketing involves analyzing data to make informed decisions, a valuable skill in many industries.
- **Creativity:** It allows you to flex your creative muscles in designing campaigns and content.
- **Cost-Effective Marketing:** Digital marketing can be more cost-effective than traditional advertising methods.
- **Global Reach:** It enables you to reach a global audience, breaking down geographical barriers.
- **Entrepreneurial Pursuits:** If you plan to start your own business, digital marketing knowledge is a must for establishing an online presence.
- **Adaptability:** In today's fast-paced world, digital marketing skills make you adaptable to changes and challenges in various industries

Whether you're pursuing a career in marketing or want to boost your existing business, digital marketing training can provide you with the skills and knowledge you need to succeed in the digital age.

## Global Business & Entrepreneurship (GBE) Programs:

International Business  
Entrepreneurship & Innovation  
Management  
Marketing

[sac.edu/gbe](http://sac.edu/gbe)

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- Get help planning class schedules
- Set education and career goals
- Complete graduation forms
- Learn about financial aid and support services

To request this document in an alternate format, please contact [public\\_affairs@rscsd.edu](mailto:public_affairs@rscsd.edu)

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# Digital Marketing Specialist

## CERTIFICATE



## Your Pathway to Digital Marketing Success

# Digital Marketing Specialist

## Certificate of Achievement

Professional training in using innovative marketing techniques and strategies to promote a business with a focus on social media applications. Topics include social media marketing, branding, promotion, advertising, analytics, and reporting, how to improve the quality and effectiveness of your social media presence. Learn proactive techniques in handling reviewer comments. Live stream videos on social media including from drones. Hands-on instruction in social media apps including LinkedIn, Facebook, Instagram, X (formerly Twitter), TikTok, YouTube, Yelp, Google, Pinterest, and Snapchat, and Threads. Develop a social media portfolio.

## Learning Outcomes

- Understand how to use innovative marketing techniques and strategies using current SEO and SEM applications to promote a business.
- Identify current trends in using social media for effective marketing.
- Use analytics and statistics applications such as Google Analytics for developing effective social media and web marketing.

### Required Courses

Units: 14

MKTG 113	Principles of Marketing	3
MKTG 123	Marketing and Technology-Trends and Cutting Edges	1
MKTG 130 – OR – ENTR 130	Business Writing for Social Media	1
BA 164	Adobe Photoshop	3
BA 170	Adobe InDesign	3
BA 153	Social Media Apps for Employment and Business	1.5
BA 154	Search Engine Optimization and Web Statistics Apps for Business	1.5

### Select 2 Elective Courses

Units: 3.5 – 6

MKTG 128	Advertising and Distribution	3
MKTG 129	Sales, Negotiation, and Consumer Behavior	3
BUS 222 – OR – MGMT 122	Business Writing	3
BA 163	Adobe Acrobat	3
BA 155	WordPress	2
BA 171	Adobe Premiere Pro	3
BA 172	Adobe After Effects	3
BA 166	Adobe Illustrator	3
BA169	Adobe Dreamweaver	3
BA158	Introduction to Drones	1.5

**Total: 17.5 – 20**



## Digital Marketing Career Opportunities

Digital Marketing Specialist  
Social Media Content Specialist  
Social Media Coordinator / Manager  
Graphic / Web Designer  
Digital Marketing Manager / Director  
Digital Analytics Manager  
Digital Marketing Analyst  
Virtual Professional  
Account Executive Digital Sales  
Digital Advertising Manager  
Marketing Associate  
Social Media Influencer  
Copywriter / Content Marketing Manager  
Digital Brand Marketing Manager  
Organic Search Strategist  
SEM / SMO / SEO Specialist  
Google Ads Specialist  
Digital Campaign Manager

# DIGITAL MARKETING

