

DIGITAL MARKETING PROMOTIONS

Overview

Digital Marketing Promotions Technical Diploma

Program Code: 30-104-8

For more information: wctc.edu/digital-mktg

Gain the technical and communication skills needed to develop and manage integrated digital marketing campaigns. Learn to identify and target potential customers and create appropriate content for a variety of audiences using websites, email campaigns, social media and online advertising. Explore how to use platform-based analytics to measure campaign effectiveness.

The minimum required course grades and program grade point average (GPA) for students under this catalog are:

Core Courses = C

General Studies Courses = C

Cumulative GPA = 2.0

Build your degree along a career pathway. Start with a couple of courses or an entry-level credential to enter the job market in your area of interest, then continue with higher credentials on your educational path for job advancement and higher wages.

Career Pathway

1. Digital Marketing Promotions 18
2. Marketing 63

Learning Outcomes

Program Outcomes

1. Analyze customer data to identify potential digital or social media markets and demand.
2. Develop promotional materials for electronic distribution to communicate marketing research results.
3. Measure the effectiveness of online advertising, marketing or other campaigns.

Critical Life Skills

To help our students prepare for success in a workplace and society that is **increasingly global, multi-cultural, and collaborative**, all students are given opportunities to develop and demonstrate Critical Life Skills, both in and out of the classroom. The following Critical Life Skills are learning outcomes for WCTC students.

- **Communication:** Demonstrate appropriate communication.
- **Critical Thinking/Problem Solving:** Demonstrate critical thinking skills to analyze situations and solve problems.
- **Relationships:** Demonstrate effective interpersonal skills.

Required Courses

Listed below are the required courses for the program. To view the recommended sequence for taking courses click on the plan of study tab(s) above. Work with your Academic Advisor to design a program plan!

View your Program Matrix (https://www.wctc.edu/_site-pdfs/course-offering-matrix/301048.pdf) to find out when each course will be offered (term and time of day).

Code	Title	Credits
Core Courses		
104-102	Marketing Principles	3
104-111	Technology Tools for Marketing	3
104-113	Digital Marketing	2
104-114	Social Media Promotion	2
Approved Substitute: 104-109		
104-125	Advertising	3
152-105	Intro to Web Development	2
General Studies Courses		
801-136	English Composition 1	3
Total Credits		18

Full-time, Fall Start Plan

First Year		
Fall Term 1		Credits
104-102	Marketing Principles	3
104-111	Technology Tools for Marketing	3
104-114	Social Media Promotion	2
Credits		8
Fall Term 2		
104-113	Digital Marketing	2
104-125	Advertising	3
Credits		5
Spring Term 1		
152-105	Intro to Web Development	2
801-136	English Composition 1	3
Credits		5
Total Credits		18

Full-time, Spring Start Plan

First Year		
Spring Term 1		Credits
104-102	Marketing Principles	3
152-105	Intro to Web Development	2
Credits		5
Spring Term 2		
801-136	English Composition 1	3
Credits		3
Fall Term 1		
104-111	Technology Tools for Marketing	3
104-114	Social Media Promotion	2
Credits		5

Fall Term 2

104-113	Digital Marketing	2
104-125	Advertising	3
	Credits	5
	Total Credits	18