MARKETING MEDIA

Overview

Marketing Media Technical Certificate

Program Code: 40-204-CG

Explore marketing and web design basics to communicate effectively with customers. Learn to use product, price, promotion and distribution strategies to sell goods and services to key customers. Design webpages using the latest software, and develop cross-media strategies using social media, public relations and traditional advertising to attract new customers.

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

Core Courses = C
Program GPA = 2.0

Required Courses

Code	Title	Credits
Core Courses		
104-102	Marketing Principles	3
104-114	Social Media Promotion	2
Approved Substitute: 104-109		
104-125	Advertising	3
104-165	Marketing Public Relations	3
Approved Substitute: 104-156		
201-110	Webpage Design I	3
204-119	Illustration and Image Editing	3
Approved Substitutes: 204-121 AND 204-131		
201-120	Webpage Design II	3
201-124	Animation/Motion Graphics	3
Total Credits		**23**