



DIGITAL MARKETING CERTIFICATE

(19 Quarter Credits)

2022-2023

Program Prerequisites:

- Place into IRW 115 Critical Reading and Writing (5 credits) or WR 115 Introduction to Expository Writing (4 credits)

Coursework:

Course Number	Course Title	Prereqs	Credits
Fall Term			
CAS 108	Beginning Photoshop	Prereq: Place into IRW 115 or WR 115. Rec: pre/co: CAS 101	3
WT 105	Writing for the Web	Rec: IRW 115 or WR 115	3
Winter Term			
CAS 208	Intermediate Photoshop	Prereq: CAS 108	4
CAS 231	Desktop Publishing	Rec: place into IRW 115 or WR 115; CAS 121 or equiv typing skills	3
Spring Term			
WT 102	Social Media Marketing	Rec: IRW 115 or WR 115	3
WT 181	Digital Marketing Strategies	Rec: IRW 115 or WR 115	3
Total Quarter Credits			19

This form is intended for advising purposes only. See your declared catalog for a complete list of degree requirements.

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