



ABOUT THIS MAJOR

This certificate is designed to familiarize students with the tools and techniques that are needed to establish, cultivate, and oversee customer relationships in today's digital atmosphere. The following courses (24 units) are required for the digital marketing certificate. Students who successfully complete the certificate requirements may apply the skills that are developed during this program for their own businesses or may apply this knowledge for a position in an entry-level position or as a social media, advertising, or promotion specialist position.. For more information on Business, visit the [Social and Behavioral Sciences](#) division.

TO EARN A DEGREE A STUDENT MUST COMPLETE THE FOLLOWING:

- [1] Completion of Major & Program Electives Courses
- [2] Minimum grade point average of 2.0
- [3] A C or better in all courses required for the major

Cert.- Digital Marketing (DMAR)

[Total Units Required for the Major 24]

Required Courses : complete all (total 18 units)	
DM101 - Digital Media Arts	3
DM103 - Graphic Design I	3
DM115 - Graphic Communications I	3
MKTG101 - Principles of Marketing	3
MKTG130 - Digital Marketing	3
MKTG132 - Social Media Marketing	3

Program Electives : complete a total of 6 units	
DM106 - Video Design & Production I	3
DM113 - Photoshop I	3
DM127 - Web Design and Production I	3
PHTC125 - Beginning Digital Photography	3

RECOMMENDED PATHWAY

Cert. Digital Marketing

The Recommended Plan of Study is determined by the discipline faculty
Take classes in **Summer** or **Intersession** if needed to complete your degree in a timely manner!

Fall/Spring: Max 19 units | **Summer:** Max 9 units | **Intersession:** Max 6 units

SEMESTER 1	
Course	Units
MKTG101	3
MKTG130	3
Program Elective: PHTC 125 (rec.)	3
DM 101	3
Total Units	12

SEMESTER 2	
Course	Units
MKTG 132	3
DM 115	3
Program Elective: SELECT ONE FROM LIST	3
DM 103	3
Total Units	12
TOTAL UNITS	24

COUNSELING NOTE SECTION

Prerequisite: If a course is listed as a prerequisite for another course, that prerequisite course must be completed with a satisfactory grade to enroll in the next course. A satisfactory grade is a grade of "A," "B," "C" or "P". Students who enroll in classes for which they do not meet the prerequisites will be involuntarily dropped. Students will be notified of this involuntary drop. Title 5, Section 55200(d)

Application for Graduation:
Antelope Valley College awards degrees three times annually following the Fall, Spring, and summer semesters. Students must apply for graduation to earn their degree or certificate. **Applications are due by September 6 for spring/summer graduates and by February 14 for fall graduates.**

AVC 26-27 CATALOG: [ACADEMIC POLICIES](#)

INFORMATION and RESOURCES

Tutoring Assistance	Career Center	AVC Student Health Services
Transfer Center	Office of Students with Disabilities	Palmdale Center
Basic Needs	Financial Aid	Counseling Division