

Digital Marketing Certificate 25-26



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, visit the [Social and Behavioral Sciences](#) division.

TO EARN A Certificate 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

Certificate- Digital Marketing

[Total Units Required in the Major 24]

Required Courses, complete ALL courses (total 18 units)	
MKTG101 - Principles of Marketing	3
MKTG130 - Digital Marketing	3
MKTG132 - Social Media Marketing	3
DM101 - Digital Media Arts	3
DM103 - Graphic Design I	3
DM115 - Graphic Communications I	3
Program Electives: Complete (6 units) from the following:	
PHTC125 - Beginning Digital Photography	3
DM113 - Photoshop I	3
DM106 - Video Design & Production I	3
DM127 - Web Design and Production I	3

RECOMMENDED PATHWAY

Digital Marketing Certificate

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

■ Major

▲ Program Elective

SEMESTER 1

Course	Units
■ MKTG 101	3
■ MKTG130	3
■ DM101	3
▲ Program Elective: choose from list	3
Total Units	12

SEMESTER 2

Course	Units
■ MKTG132	3
■ DM115	3
■ DM 103	3
▲ Program Elective: choose from list	3
Total Units	12

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 25-26 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