

# 2023-2024 TTC Catalog

## Digital Marketing Communications

### Digital Marketing Communications Certificate

#### Certificate in Applied Science

#### 21 Credit Hours

This certificate is designed to develop the sophisticated set of skills needed to prepare the student for the shift in the digital marketing environment. Students will be able to apply and better understand consumer behavior, digital marketing, search engine optimization, web analytics, and creative advertising strategies.

#### Major Requirements

CPT 174 Microcomputer Spreadsheets 3

CPT 297 Big Data Analytics 3

MKT 101 Marketing 3

MKT 140 E-Marketing 3

MKT 240 Advertising 3

MKT 245 Promotional Strategies 3

MKT 250 Consumer Behavior 3

Total: 21

#### Admission Requirements

Admission into this program requires proof of high school graduation (or GED) and qualifying scores on SAT, ACT or the TTC placement test.