

DIGITAL MEDIA MARKETING

design.missioncollege.edu

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Digital Media Marketing: Certificate of Achievement (CA)

This interdisciplinary Program at Mission College combines courses from the Business Department and the Graphic Design and Multimedia Department. The pairing provides unique training for students interested in modern digital marketing principles and strategies, as well as skills related to the production of digital marketing materials. This Program is valuable to small business owners and entrepreneurs who want to leverage current marketing channels and tools.

Program Learning Outcomes

- Conduct market research and apply marketing concepts to business cases.
- Develop a comprehensive Internet marketing plan that includes the 4P strategies of marketing: price, product, place, promotion.
- Determine the essential elements of different creative approaches to the design, layout and production of communication materials and media.
- Plan and execute the development of digital marketing materials appropriate to the delivery platform and marketing plan.

Career/Transfer Opportunities:

Advertising, promotions, and marketing managers and sales agents; communications specialist, content creators and strategists, digital marketing and community managers, growth and performance marketing specialists, email marketing specialists, media planners, public relations specialists, social media managers

To earn this certificate, students must complete the minimum required courses with a grade of C (or P) or better.

Core Requirements (15 units):

Complete all of the following

		Units
BUS 056A	Marketing Principles	3.0
BUS 022	Principals of e-busines	3.0
BUS 023	Social Media Marketing	3.0
GDS 022	Digital Media for Marketing	3.0
GDS 055A	Design Agency and Branding	3.0

Elective (3 units):

Complete three units from the following

		Units
BUS 084	Internet Marketing	3.0
GDS 035	Graphic Design 1	3.0
GDS 056	Presentation Design	3.0
GDS 061	Page Layout	3.0
GDS 062	Digital Illustration with Adobe Illustrator	3.0
GDS 064	Intro to Adobe Photoshop	3.0
GDS 067	Graphic Design II	3.0
GDS 070	User Experience, Interface, and Multimedia Design	3.0
GDS 072	Digital Imaging and User Interface Design	3.0
GDS 073	Digital Photography	3.0
GDS 074	Digital Video Production 1	3.0
GDS 084	Portfolio Production Studio	3.0

Total Required Units:

18.0

