

# GUIDED PATHWAY: DIGITAL MEDIA MARKETING SPECIALIST CERTIFICATE

BUSINESS, HOSPITALITY and GLOBAL TRADE CAREER PATH



For more information, visit the [Dallas College International Business and Trade webpage](http://www.dcccd.edu/IBT) [www.dcccd.edu/IBT] and your academic advisor at your campus.

This is an example course sequence for students interested in pursuing International Business and Trade. It does not represent a contract, nor does it guarantee course availability. Following this pathway will help you earn a Digital Media Marketing Specialist Certificate. Students must earn at least 25% of the credit hours required for graduation through instruction by Dallas College. Visit catalog for [official certificate requirements](#).

The Digital Media Marketing Specialist Certificate is a 24-credit hour program that guides students toward a digital marketing career pathway across many industries including e-commerce/e-business, online consumer behavior, market research and planning, search engine optimization, web analytics, and social media. Courses that complete the certificate are noted below.

Students pursuing this certificate are waived from the [Texas Success Initiative \(TSI\)](#) standards, but must meet course prerequisites.

<b>Catalog Year</b>	2020-2021	You may use this pathway if you entered Dallas College on or before this date.
<b>Degree Type</b>	Level I Certificate	
<b>GPA Requirement</b>	Student must earn a GPA of 2.0 or higher	
<b><a href="#">TSI</a></b>	May be Exempt	

## SEMESTER-BY-SEMESTER MAP FOR FULL-TIME STUDENTS

All plans can be modified to fit the needs of part-time students. This is not an official degree plan. See catalog for [official certificate requirements](#).

### CERTIFICATE MINIMUM: 24 SEMESTER CREDIT HOURS

#### SEMESTER 1

**Total Hours: 12**

[MRKG 1311](#) – Principles of Marketing  
[IMED 1301](#) – Introduction to Digital Media  
**SPECIALTY ELECTIVE** – One course\*  
[MRKG 2348](#) – Marketing Research and Strategies

\* Select Specialty Elective from the following: ARTC 1305, BUSG 1302, BUSG 2309, BUSI 1301, FSHN 1313, IMED 1316, IMED 2309, ITSE 1301, MRKG 1301, MRKG 1381

#### SEMESTER 1 ACTION ITEMS

1. Meet with your advisor to confirm academic and career goals before the end of the semester.
2. Meet with a career advisor or coach to research career options and opportunities for job shadowing.

#### SEMESTER 2

**Total Hours: 12**

[IMED 1345](#) – Interactive Digital Media I  
[MRKG 2312](#) – E-Commerce Marketing  
**SPECIALTY ELECTIVE** – One course\*  
[MRKG 2371](#) – Strategies in Social Media Marketing *This course is the capstone experience for the award.*

\* Select Specialty Elective from the following: ARTC 1305, BUSG 1302, BUSG 2309, BUSI 1301, FSHN 1313, IMED 1316, IMED 2309, ITSE 1301, MRKG 1301, MRKG 1381

#### SEMESTER 2 ACTION ITEMS

1. After successfully completing the coursework listed above, apply for graduation for the Digital Media Marketing Specialist Certificate.
2. Sign up for commencement, and join the [Alumni Network!](#)

**PATHWAY TOTAL: 24 SEMESTER CREDIT HOURS**