

FOOTHILL COLLEGE
Credit Program Narrative
Certificate of Achievement in Digital Marketing

Item 1. Program Goals and Objectives

The Certificate of Achievement in Digital Marketing Certificate will offer practical training in the latest marketing concepts and techniques used by businesses and organizations to obtain new customers, generate customer loyalty and drive profit. Small businesses and large companies alike are in dire need of employees who understand how to use digital marketing tools – social media advertising, search engine optimization and data analytics. This program will position individuals to benefit from the projected 10-percent growth in marketing and advertising positions that involve using these tools and strategies.

Proposed Sequence:

Year 1, Fall = 4 units

Year 1, Winter = 4 units

Year 1, Spring = 5 units

Year 2, Fall = 4 units

Year 2, Winter = 4 units

Year 2, Spring = 4 units

TOTAL UNITS: 25 units

Item 4. Master Planning

the new courses will be approved by the state in early 2020, allowing students to complete the updated program in the academic year 2020-2021.

Item 7. Similar Programs at Other Colleges in Service Area

The closest comparable program in California is offered by UC Irvine.

Gainful Employment: Yes