



# DIGITAL MARKETING SPECIALIST

# CREDENTIALS AND COURSEWORK

## Higher Ed Coursework (Year 3)

Course	Description	Approx. Cost*
BUS 115 Intro to Business	Focuses on the operation of the American business system. Covers fundamentals of the economy, careers and opportunities, marketing, management, production, governmental regulations, tools of business and social responsibilities.	\$800
BUS 216 Legal Env. Of Business	Emphasizes public law, regulation of business, ethical considerations, and various relationships existing within society, government, and business. Students develop an understanding of the role of law in social, political, and economic change.	\$800
MAR 216 Principles of Marketing	Presents the analysis of theoretical marketing processes and the strategies of product development, pricing, promotion and distribution, and their applications to business and the individual consumer.	\$800
MAR 217 E-Commerce Marketing	Explores new marketing strategies that have emerged as areas of information technology and the Internet have evolved. Web fundamentals, e-marketing trends, strategies, models and research will be examined.	\$800
MAR 235 Consumer Behavior	Enables the student to understand the variables that affect consumer behavior in the marketplace and the implications of this knowledge for marketing decisions and strategies.	\$800

## Suggested Credentials

Credential	Organization	About	Exam Cost
Digital Marketing Certification	American Marketing Association	This recognized and comprehensive digital marketing certification demonstrates knowledge of SEO, Google Ads, Google Analytics, mobile marketing, and other cutting-edge digital marketing strategies.	\$1,368
Hubspot Inbound Marketing Certification	Hubspot	This certification is for digital marketers because inbound marketing discusses how to attract visitors, convert leads, gain customers, and delight them into becoming promoters.	\$400
Google Adwords Certificate	Skillshop	The Google Adwords Certificate is a certification for digital marketers. Apprentices must pass the fundamentals exam as well as an exam on a specific area (search, display, mobile, video, shopping or advertising).	Free

*\*Training and Higher Ed Coursework may vary based on the needs of the employer and the trajectory of the apprentice. The above information suggests a sample of what the apprenticeship would entail.*