

# DIGITAL ADMINISTRATION AND MARKETING, CERTIFICATE OF ACHIEVEMENT (LEVEL I)

NMC Code 048

This certificate combines existing courses in accounting, the Microsoft Office suite, computers in business, computer programming, advertising, marketing and graphic design.

It is intended to help address the needs of currently employed and underemployed white-collar workers who want to improve their digital skills for professional advancement, and their employers, who are interested in forestalling the loss of employees to competitors.

## Requirements

### Certificate Requirements

Course	Title	Credits
<b>Certificate Requirements</b>		
CIT 100	Computers in Business-An Intro	3
CIT 180	Web Development	3
MKT 201	Principles of Marketing	3
MKT 208	Digital Marketing	2
<b>Directed Electives</b>		
Select any combination of 6-7 credits from the list		6-7
<b>Total Credits</b>		<b>17-18</b>

### Directed Electives

Course	Title	Credits
ACC 121	Accounting Principles I <sup>1</sup>	4
BUS 231	Professional Communications	3
CIT 110	Programming Logic and Design	3
CIT 119	Microsoft Office - Word	3
CIT 178	Relational Databases	3
CIT 210	Microsoft Office - Excel	3
CIT 216	Computerized Acctg Systems <sup>1</sup>	3
MKT 241	Principles of Advertising	3
VCA 127	Digital Imaging	3
VCA 150	Digital Graphics Design I	3

<sup>1</sup> ACC 121 (<https://catalog.nmc.edu/archives/2021-2022/search/?P=ACC%20121>) Accounting Principles I is a required prerequisite

## Course Sequence Guide

Course	Title	Credits
<b>Year 1</b>		
<b>Fall</b>		
CIT 100	Computers in Business-An Intro	3
MKT 201	Principles of Marketing	3

Directed Elective (see list)		3-4
<b>Credits</b>		<b>9-10</b>
<b>Spring</b>		
CIT 180	Web Development	3
MKT 208	Digital Marketing	2
Directed Elective (see list)		3
<b>Credits</b>		<b>8</b>
<b>Total Credits</b>		<b>17-18</b>

### Directed Electives

Select any combination for 6 credits:

Course	Title	Credits
ACC 121	Accounting Principles I <sup>1</sup>	4
BUS 231	Professional Communications	3
CIT 110	Programming Logic and Design	3
CIT 119	Microsoft Office - Word	3
CIT 178	Relational Databases	3
CIT 210	Microsoft Office - Excel	3
CIT 216	Computerized Acctg Systems	3
MKT 241	Principles of Advertising	3
VCA 127	Digital Imaging	3
VCA 150	Digital Graphics Design I	3