

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

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## 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