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

Course Sequence Guide

Course	Title	Credits
Year 1		
Fall		
CIT 100	Computers in Business-An Intro	3
MKT 201	Principles of Marketing	3
Directed Elective (see list)		3-4
	Credits	**9-10**
Spring		
CIT 180	Web Development	3
MKT 208	Digital Marketing	2
Directed Elective (see list)		3
	Credits	**8**
	Total Credits	**17-18**

Directed Electives

Select any combination for 6 credits:

Course	Title	Credits
ACC 121	Accounting Principles I [1]	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 [2]	3
MKT 241	Principles of Advertising	3
VCA 127	Digital Imaging	3
VCA 150	Digital Graphics Design I	3

[1] ACC 121 Accounting Principles I requires placement into MTH 111 Support (MTH 011) **or** higher, **or** completion of MTH 100 Quantitative Literacy with a 2.0 or better.

[2] ACC 121 Accounting Principles I is a required prerequisite for CIT 216 Computerized Acctg Systems.