



Digital Marketing/Social Media Certificate - Academic Planner

Certificate: 97-104-3

Campus: Fond du Lac

Curriculum for 2014-2015

2/1/2014

✓	T/G	Course		Title	Hours/ Week			Total		Prerequisites	Typically Offered			Comments
		Subj	Num		Lec	Lab	Other	Hours	Credits		S	F	SP	
	T	104	120	Introduction to Digital Marketing	3			54	3					
	T	104	104	Web Research and Analytics	2	2		72	3			x		
	T	104	117	Digital Marketing, Public Relations and Social Media	2	2		72	3				x	
	T	104	125	Advertising and Social Media Campaign	2	2		72	3				x	
				Total Certificate Credits					12					

T/G: T - Technical Studies course; G - General Studies course

Semester Codes: S-Summer; F-Fall; SP-Spring

Curriculum and program acceptance requirements are subject to change.

For a complete list of course descriptions for this program, please consult the College Catalog at <http://www.morainepark.edu/MPTCCatalog>.