

Digital Marketing/Social Media Certificate - Academic Planner

Certificate: 97-104-3 Campus: Fond du Lac Curriculum for 2014-2015

2/1/2014

Course		ırse			Hours/ Week					Typically			
T/G	Subj	Num	Title	Lec	Lab	Other	Hours	Credits	Prerequisites	Offered		d	Comments
										S	F	SP	
Т	104	120	Introduction to Digital Marketing	3			54	3			х		
Т	104	104	Web Research and Analytics	2	2		72	3			х		
			Digital Marketing, Public Relations and										
T	104			2	2		72	3				Х	
Т	104	125	Advertising and Social Media Campaign	2	2		72	3				Х	
			Total Certificate Credits					12					
	T/G T T	T/G Subj T 104 T 104 T 104	T/G Subj Num T 104 120 T 104 104 T 104 117	T/G Subj Num Title T 104 120 Introduction to Digital Marketing T 104 104 Web Research and Analytics Digital Marketing, Public Relations and Social Media T 104 115 Advertising and Social Media Campaign	T/G Subj Num Title Lec T 104 120 Introduction to Digital Marketing 3 T 104 104 Web Research and Analytics 2 Digital Marketing, Public Relations and Social Media 2 T 104 115 Advertising and Social Media Campaign 2	T/G Subj Num Title Lec Lab T 104 120 Introduction to Digital Marketing 3 T 104 104 Web Research and Analytics 2 2 T 104 117 Social Media 2 2 T 104 125 Advertising and Social Media Campaign 2 2	T/G Subj Num Title Lec Lab Other T 104 120 Introduction to Digital Marketing T 104 104 Web Research and Analytics 2 2 T 104 117 Social Media 2 2 T 104 125 Advertising and Social Media Campaign 2 2	T/G Subj Num Title Lec Lab Other Hours T 104 120 Introduction to Digital Marketing 3 54 T 104 104 Web Research and Analytics 2 2 72 T 104 117 Social Media 2 2 72 T 104 125 Advertising and Social Media Campaign 2 2 72	T/G Subj Num Title Lec Lab Other Hours Credits T 104 120 Introduction to Digital Marketing 3 54 3 T 104 104 Web Research and Analytics 2 2 72 3 Digital Marketing, Public Relations and Social Media Campaign 2 2 72 3 Advertising and Social Media Campaign 2 2 72 3	T/G Subj Num Title Lec Lab Other Hours Credits Prerequisites T 104 120 Introduction to Digital Marketing 3 54 3 T 104 104 Web Research and Analytics 2 2 72 3 Digital Marketing, Public Relations and Social Media Campaign 2 2 72 3 T 104 125 Advertising and Social Media Campaign 2 2 72 3	T/G Subj Num Title Lec Lab Other Hours Credits Prerequisites Of S T 104 120 Introduction to Digital Marketing 3 54 3 T 104 104 Web Research and Analytics 2 2 72 3 T 104 117 Social Media 2 2 72 3 T 104 125 Advertising and Social Media Campaign 2 2 72 3	T/G Subj Num Title Lec Lab Other Hours Credits Prerequisites Offere S F T 104 120 Introduction to Digital Marketing 3 54 3 x T 104 104 Web Research and Analytics 2 2 72 3 x T 104 117 Social Media 2 2 72 72 3 T 104 125 Advertising and Social Media Campaign 2 2 2 72 3	T/G Subj Num Title Lec Lab Other Hours Credits Prerequisites Offered S F SP T 104 120 Introduction to Digital Marketing 3 54 3 x T 104 104 Web Research and Analytics 2 2 72 3 x Digital Marketing, Public Relations and Digital Media Campaign 2 2 72 3 x T 104 125 Advertising and Social Media Campaign 2 2 72 3 x Digital Marketing, Public Relations and Social Media Campaign 2 2 72 3 x T 104 125 Advertising and Social Media Campaign 2 2 72 72 3 x S F SP T 2 3 2 2 72 3 2 72 3 2 72 3 2 72 3 72

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.