

NEW MEDIA PRODUCTION: DIGITAL MARKETING CERTIFICATE

Program code: NDGC-CC-NMP

Location: Middlesex

Program Description

The Digital Marketing certificate prepares students for entry-level digital marketing positions. It also can boost current marketable skills on a resume and help facilitate a career change. The Digital Marketing certificate is a career path that includes Business, Communications, English, and Digital Media Production courses.

A review from the American Marketing Association and the Digital Marketing Association of the top skills digital Marketers need to be successful in the workforce are embedded in the program design.

In addition, the Digital Marketing certificate outcomes provide competencies in the top skills required found in digital marketing positions; Marketing Knowledge, Social Media Marketing, Marketing Strategy, Product Management, Budgeting, Marketing Communications, Content Marketing, E-commerce, User Interface & Experience, Online Advertising Email Marketing, Search Engine Optimization (SEO), Website Optimization, Display and Video Advertising and Analytics.

Learning Outcomes

1. Understand and apply segmentation, targeting, positioning, branding, and the marketing mix in pursuit of long-term marketing objectives.
2. Develop and apply integrated marketing strategies for all channels.
3. Analyze principles, techniques and major functions of management and business organizations.
4. Create Search Engine Marketing (SEM) Conversion Rate Optimization (CRO) techniques (campaigns), evaluate their effectiveness and recommend changes that will improve an e-commerce campaign's conversion rates.
5. Understand the various methods of online display advertising and create online display ad campaigns and measure its ROAS (return on ad spend based on budgeting) for an e-commerce site.
6. Understand and interpret web analytics; determine the appropriate KPIs for any type of website and make appropriate recommendations to an e-commerce website based on the conversion funnel and analytics.
7. Understand and implement best practices in marketing to a database of current and potential customers via email.
8. Create compelling content including titles, bylines and copy and utilize knowledge of social media tactics to design an effective social media campaigns.
9. Use new media including social media, blogs, web sites and online portfolios for course presentations and job preparation.
10. Effectively use a variety of industry standard tools and processes for producing contemporary forms of digital media across multiple delivery platforms and delivery systems.

Certificate Requirements

Code	Title	Credits
ENG 1010	Composition	3
NMP 1110	Introduction to Digital Graphics	3
NMP 2210	Web Productions Fundamentals	3
BMGT 2020 or BMGT 2100	Principles of Management Organizational Behavior	3
BMKT 2010	Principles of Marketing	3
BMKT 2160	Digital Marketing	3
BMKT 2080	Social Media Marketing	3
Any course in ACCT, BENT, BMGT, BMKT, BUSN, COMM, ECON, ENG, MATH, or NMP		3
Any course in ACCT, BENT, BMGT, BMKT, BUSN, COMM, ENG, MATH, or NMP		3
BUSN 2098 or BUSN 2095	Business Special Topics Business Practicum	3
Total Credits		30

Students may earn one of these AAS degrees and the corresponding embedded certificate.

- New Media Production: Audio and Music Certificate
- New Media Production: Audio and Music, AAS
- New Media Production: Corporate Media Certificate
- New Media Production: Corporate Media, AAS
- New Media Production: Digital Marketing, AAS
- New Media Production: Film & Video Certificate
- New Media Production: Film and Video, AAS
- New Media Production: Multimedia Certificate
- New Media Production: Multimedia, AAS
- New Media Production: News and Sports Certificate
- New Media Production: News and Sports, AAS