



## DEGREE MAP

The following sequence is an example of how this program can be completed within the recommended time frame. It presumes that all course and program prerequisites have been met. Completion times may vary depending on individual circumstances. Students should consult an advisor when they plan their individual completion path using MyDegreePlan.

Program Name: Digital Marketing for Business - Certificate

Locations Offered: Douglas Campus and Sierra Vista Campus

First Semester: Fall

Requirement Category	Course(s)	Delivery*	Credits
Core Curriculum	BUS 145 Principals of Marketing	CB, OL	3
Core Curriculum	BUS 285 Electronic Commerce	CB, OL	3
Core Curriculum	CIS 120 Introduction to Information Systems	CB, OL	3
Core Curriculum	DMA 110 Digital Media Arts I	CB, OL	3

Second Semester: Spring

	Course(s)	Delivery*	Credits
Core Curriculum	BUS 218 Digital Marketing	CB, OL	3
Core Curriculum	CIS 185 Internet Essentials	CB, OL	3
Core Curriculum	DMA 210 Digital Media Arts II	CB, OL	3

Total Credits Required: 21

\*Key      *CB = Campus-Based (In Person or Hybrid: Requires attendance at a physical location)*  
              *OL = Online (Synchronous, Asynchronous, or Online Combo)*

Reviewed: 3/1/2025

Notes: