

2023-24 ACADEMIC PROGRAMS

2023-2024 DIGITAL BUSINESS MARKETING AND SALES (CTBSMS)

Description

This certificate is designed to provide students with the opportunity for employment in digital marketing and sales that require basic digital business applications. Specific skills include customer interface, basic market research, business trends, presentation content, presentation tools and business market analysis. This program allows students to obtain this certificate as a specialized credential as they progress towards an advanced business certificate, Associate Degree or a transfer pathway to a four-year university.

Admissions Requirements

Competency in keyboarding and internet navigation skills are necessary for success in this program. If students need to improve keyboarding skills, take BOS 101A before beginning the program.

Course Requirements

Major/Area Requirements

Class	Title	Minimum Credits
BMG 160	Principles of Sales	3
BMG 205	Creating the Customer Experience	3
BMG 207	Business Communication	3
BMG 155 or BMG 250	Business on the Internet*	3
Total	Principles of Marketing	12

Total Credits Required: 12

Footnotes

*It is advised that students planning to transfer to EMU complete BMG 155 because BMG 250 is a required course in the EMU business program.

Accurate as of 02/16/2024 Information is subject to change without notice.