

2021-22 ACADEMIC PROGRAMS

DIGITAL STRATEGIST (CTWDGS)

Certificate

This program is for students interested in the strategic management aspects of web design and development. Courses focus on the knowledge and skills necessary for employment as a digital strategist, marketing specialist or project manager.

Description

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Articulation

Eastern Michigan University, several BS degrees.

Admissions Requirements

College-level reading and writing

Course Requirements

Major/Area Requirements

Class	Title	Minimum Credits
BMG 155	Business on the Internet	3
WEB 133	Digital Strategy	4
WEB 163	User Research and Project Management	4
Total		11

Total Credits Required: 11

Accurate as of 09/24/2021 Information is subject to change without notice.