BELLEVUE COLLEGE

Web Marketing Specialist

Certificate of Achievement

STUDENT NAME		SID #	
PROGRAM CHAIR		DATE	

PROGRAM REQUIREMENTS			Requested Substitution/Transfer Credits (if applicable)					
Course	Course Title	CR	College/University	Course	CR	Grade	Quarter	Year
CORE COURSEWORK								
BTS 109	Business Communications	5						
BTS 110	Web Essentials	5						
BTS 165	Business Spreadsheet Analysis & Design	5						
BTS 186	Publication Design Essentials	5						
BTS 189	Web Authoring Essentials	5						
BTS 289	Design & Deploy Ecommerce Website	5						
MKTG 154	Principles of Marketing	5						
MKTG 225	Customer Relations Management	5						
MKTG 240	eMarketing	5						
Choose 5 credits from the following:		5						
MKTG 200 MKTG 234	International Marketing (5 Cr) Advertising (5 Cr)							
Choose 3-5 credits from the following:		3-5						
BTS 144 BTS 147 BTS 187 BTS 188 BTS 280 BTS 293 BUS 230 DMA 212 DMA 221	Personal Information Manager (3 Cr) Presentation Design & Delivery (3 Cr) Publication Design for Print (5 Cr) Digital Images for Desktop Publishing (5 Cr) Project Planning Tracking & Reporting (5 Cr) Business Technology Practicum (5 Cr) Project Management (5 Cr) Vector Images & Illustrations (5 Cr) Web Animation I (5 Cr)							
TOTAL		53-55						

Students completing the Web Marketing Specialist certificate are prepared for web marketing positions that require e-marketing theory and practical application of web marketing skills and basic web development. The certificate provides an overview of marketing and e-marketing skills in desktop publishing, digital design, web tools, graphics principles, business communication skills, electronic communications, customer relations management, advertising and office software applications skills. Students will also have additional practice in one or more of the following areas: illustration software, Web animation, publication software, project management theory and software, personal information manager (Outlook), or presentation software.

LEARNING OUTCOMES

Certificate recipients should possess the skills & abilities described below:

- Apply e-marketing theory and practice to business scenarios
- Apply traditional marketing and advertising principles to business problems
- Work at an intermediate level with web, desktop publishing applications and basic office software
- Apply effective digital design principles
- Apply marketing principles and digital design in a business setting
- Effectively communicate to a variety of audiences with a variety of medium
- Utilize customer relations management applications

FOR MOST UP-TO-DATE INFORMATION, GO TO:

www.bellevuecollege.edu/programs/degrees/proftech/bts/#web_marketing_specialist

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