

Web Marketing Specialist

Certificate of Achievement

STUDENT NAME	SID#	
PROGRAM CHAIR	DATE	

PROGRAM REQUIREMENTS			Requested Substitution/Transfer Credits (if applicable)			Completed		
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 188	Digital Images for Desktop Publishing	5						
BTS 189	Web Authoring Essentials	5						
BTS 201	Content Management Systems	5						
BTS 289	Emerging Web Development Technologies	5						
MKTG 101	Introduction to Marketing	5						
MKTG 102	Intro to Digital Marketing Platforms	5						
Choose one c	ourse from the following:	1						
MKTG 103 MKTG 104 MKTG 105 MKTG 106	Intro to Sports Marketing (1 Cr) Intro to Fashion Marketing (1 Cr) Intro to Music Marketing (1 Cr) Intro to Film & TV Marketing (1 Cr)							
Choose 5 cred	Choose 5 credits from the following: 5							
MKTG 241 MKTG 242 MKTG 243	Search Engine Strategy (5 Cr) Social Medica Strategy (5 Cr) Mobile Marketing Strategy (5 Cr)							
Choose 3-5 cr	Choose 3-5 credits from the following: 3-5							
BTS 147 BTS 186 BTS 187 BTS 280 BTS 293 BUS 230	Presentation Design & Delivery (3 Cr) Publication Design Essentials (5 Cr) Publication Design for Print (5 Cr) Project Planning Tracking & Reporting (5 Cr) Professional Skills (5 Cr) Project Management (5 Cr)							
TOTAL 54-56								

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

GAINFUL EMPLOYMENT DISCLOSURE

NOTES

For details about our graduation rates, the median debt of students who completed the program, and other important information, please visit www.bellevuecollege.edu/legal/publicdisclosure