BELLEVUE COLLEGE

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 course from the following:		1						
MKTG 103	Intro to Sports Marketing (1 Cr)							
MKTG 104	Intro to Fashion Marketing (1 Cr)							
MKTG 105	Intro to Music Marketing (1 Cr)							
MKTG 106	Intro to Film & TV Marketing (1 Cr)							
Choose 5 credits from the following:		5						
MKTG 241	Search Engine Strategy (5 Cr)							
MKTG 242	Social Medica Strategy (5 Cr)							
MKTG 243	Mobile Marketing Strategy (5 Cr)							
Choose 3-5 credits from the following:		3-5						
BTS 147	Presentation Design & Delivery (3 Cr)							
BTS 186	Publication Design Essentials (5 Cr)							
BTS 187	Publication Design for Print (5 Cr)							
BTS 280	Project Planning Tracking & Reporting (5 Cr)							
BTS 293	Professional Skills (5 Cr)							
BUS 230	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

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*

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