Digital Media Marketing Certificate

About this program

The U.S. Department of Labor Statistics Job Outlook Handbook predicts that both full-time and part-time employment for people with digital marketing specialties is expected to grow faster than average. Organizations of all sizes are increasingly moving away from conventional marketing methods and toward digital techniques such as social media marketing, search engine marketing, and email marketing, making digital marketing one of the fastest growing industries.

In this self-paced program, students will complete hands-on courses in digital marketing, such as business analytics, email marketing, and social media, as well as principles of marketing, project management fundamentals and fundamentals of information literacy and systems.

This Digital Media Marketing Certificate is developed through a partnership between CNM and Facebook. **Students who complete this program will not only earn a CNM certificate but also a Facebook-endorsed credential in digital marketing.**

Course Length
7 Weeks

Costs per term
$700

Courses per term
Unlimited

Pursue Your Goals

If you are thinking about starting your own business or are interested in a career that is fast-paced, ever-changing, and ripe with potential for advancement, this degree will give you a basic understanding of digital marketing in order to promote your business and reach customers. This certificate of completion is ideal for small business owners, marketing professionals in need of digital skills, and those seeking new job skills.

Transfer Credits In

Courses from other accredited institutions can be transferred and used to earn your degree at CNM.

Transfer Credits Out

CNM Online Associate degrees transfer to participating four-year colleges in the state of New Mexico. Some restrictions apply.

Courses

Digital Media Marketing, Certificate
Complete hands-on digital media coursework and explore business and marketing strategies to assist organizations with their social media presence. Digital storytelling, web marketing and project management round out this curriculum. This program was developed in conjunction with industry partners including Facebook.

Principals of Design	FDMA 1630 - 3 Credits

This course will explore how we see and use visuals to communicate information. Students will develop critical thinking skills in applying concepts of basic design principles. Students will apply the concepts with hands-on and analysis assignments. These concepts will then be applied to design for advertising, print, digital media, and web design.

Fundamentals of Information Literacy and Systems	BCIS 1110 - 3 Credits

You will examine systems and their impact on commerce, education, and personal activities, as well as utilization of productivity tools for communications, data analysis, information management and decision-making.

Introduction to Digital Storytelling	ENGL 1160 - 3 Credits

Provides a comprehensive overview of the genre of digital storytelling. Digital stories are narratives that combine elements such as text, audio, photography, film, and graphics.

Principals of Marketing	MKTG 2110 - 3 Credits

Survey of modern marketing concepts and practices focusing on the marketing mix: product, pricing, promotion, and distribution strategies. Topics include; the marketing environment, consumer behavior, marketing research, target marketing, and the ethical and social responsibilities of marketers.

Project Management Fundamentals	PM 1130 - 3 Credits

In this course, you will be introduced to the field of project management in theory and practice, addresses the role of project managers in the current world of rapid change, increased competitive forces and increased expectations for the successful delivery of projects in organizations and exposes the student to "hard" and "soft" techniques of project management.

Digital Marketing	MKTG 2220 - 3 Credits

You will learn how to plan, create and market a website. Internet marketing topics such as registering with search engines, increasing traffic, segmenting and targeting markets, establishing an online presence, developing a marketing plan and reshaping business for the Web market are covered.

* Students will benefit from a foundational knowledge of web business.

Digital Media Tools	CIS 1350 - 3 Credits

Students will learn the basics of Adobe Photoshop, Illustrator and InDesign to create web assets. Students will work with vector and rastor images to create effective and appropriate illustrations for the target audience.

Social Media Marketing Tools	FDMA 2855 - 3 Credits

In today's rapidly-evolving media landscape, social media has not only become a fundamental tool for communication, but a must-have skill in a multitude of industries. With the right amount of practice and social media education, students and professionals are empowered with a competitive edge in their studies, careers and communications.

Marketing Analytics & Performance Optimization	MKTG 2230 - 3 Credits

This course aims to give you the skills to analyze results of marketing efforts. You will learn about factors that drive conversion and how to optimize their efforts using data and A/B testing. You will understand the key metrics for digital marketing. You will be assessed through three projects that give you an opportunity to get hands-on experience using spreadsheets, Google Analytics and analyzing an A/B test.

Email Marketing	MKTG 2240 - 3 Credits

In this course, you will learn about the role of email marketing in a company's marketing strategy, what stages of the customer journey email marketing is suited for, and best practices for email copy. The course will also touch upon more complex email practices such as automation and how to outline an email campaign.

Careers & Outcomes

Jobs in the Field

- Digital Media Strategist
- Digital Content Strategist
- Marketing Manager
- Search Engine Optimization Specialist
- Social Media Manager
- Social Media Marketer

Learning Outcomes
Upon successful completion of this program, students will be able to:

- Demonstrate effective communication, life management skills, ethical decision-making, and team management skills in a professional business environment.
- Use productivity tools for communication, data analysis, information management and decision making.
- Develop critical and creative thinking skills in applying concepts of basic design principles for effective digital media, web design, and video communication.
- Design and build basic content and materials using digital media tools including Adobe Photoshop, Illustrator, and InDesign.
- Create, manage and evaluate digital content intended for social media using current social media sites including Facebook.
- Write digital content and stories using the elements of linear digital storytelling.
- Develop and execute a project using "hard" and "soft" project management techniques.
- Write a marketing plan that will be used to create an online presence and reshape business for the digital marketplace.

Get Started

The CNM Online application process is easy and straightforward. Get started here.