

DIGITAL MARKETING

Business & Computer Technology Pathway



Launch your career as a digital marketer and gain the skills necessary to interact with the online and remote world!

Complete in as little as 12 months!

ABOUT THE CAREER

Digital marketers communicate with the public through platforms that promote content engagement and sharing online. They use business concepts, creativity, communication, and technology skills to create digital marketing campaigns. Content is posted – such as images, text, and videos – to spark interest in a topic, build a brand, and engage with the target market. Digital marketers may interact with the public in real-time to share positive engagements and track effectiveness.

- **Upon completion, participants are eligible to take the Digital Marketing Pro Certification through the American Marketing Association.**

SAMPLE TOPICS INCLUDED

- Web Analytics
- Search Engine Optimization and Measurement
- Advertising, Promotion and Public Relations
- Digital Design fundamentals
- Principles of marketing
- Contemporary business
- Customer service



PROGRAM HIGHLIGHTS

- Create graphical campaign content
- Post and publish content (images, text, videos)
- Build brand campaigns for target markets via social and traditional channels
- Engage in real-time interaction with audience
- Track effectiveness of communication channels through SEO metrics

POTENTIAL JOBS AND PAY

Depending on role and industry, pay ranges start at \$35,000 per year.

- Social media specialist, marketing clerk, public relations clerk
- Copy writer, creative design, SEO campaign clerk
- Health, public service, education, etc. customer service representatives

Source: U.S. Bureau of Labor Statistics



FOR MORE INFORMATION visit online at www.jccmi.edu/program/marketing-program/

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