



Digital Marketing Assistant Certificate | 19 Credits

Program Prerequisites:

- Place into IRW 115 Critical Reading and Writing (5 credits) or WR 115 Introduction to Expository Writing (4 credits)

Coursework:

Course Number	Course Title	Prerequisites	Credits
Fall			6
CAS 108	Beginning Photoshop	Prereq: Place into IRW 115 or WR 115. Rec: pre/co: CAS 101	3
WT 105	Writing for the Web	Rec: IRW 115 or WR 115	3
Winter			7
CAS 208	Intermediate Photoshop	Prereq: CAS 109	3
CAS 231	Desktop Publishing	Rec: place into IRW 115 or WR 115; CAS 121 or equiv typing skills	3
Spring			6
WT 102	Social Media Marketing	Rec: IRW 115 or WR 115	3
WT 181	Digital Marketing Strategies	Rec: IRW 115 or WR 115	3
Total Quarter Credits			19