



Santiago Canyon College

DIVISION OF CONTINUING EDUCATION

What happens here matters.

Orange Education Center • 1465 N. Batavia St. • Orange, CA 92867 • 714-628-5900 • Fax: 714-434-7920 • sccollege.edu/OEC

Short-Term Career Education Certificate of Completion

Digital Marketing Specialist

- Average California Hourly Wage \$47.97
- Annual California Job Openings through 2024: 200



This program is designed to prepare students to determine potential sales of a product or service by researching and analyzing market conditions in local, regional, or national areas. Students will learn methods of digital marketing and distribution, such as gathering information on competitors, prices, and sales. An emphasis is placed on the use of digital Marketing technology to create a marketing campaign.

Upon successful completion of the requirements for this certificate, students will be able to create a digital marketing campaign.

To register or for additional information regarding class dates, times and locations, call or visit any of the following locations:

OEC Provisional Education Facility (CHAP)
1937 W. Chapman Ave., Suite 200
Orange, CA 92868
714-628-5900

Santiago Canyon College (SCC)
8045 E. Chapman Ave., U-80
Orange, CA 92869
714-628-5929

**College and Workforce
Preparation Center (CWPC)**
1572 N. Main St.
Orange, CA 92867
714-628-5999

Tuition is FREE - No Recommended Supplies or Textbook

| Certificate Requirements & Course Sequence | | |
|--|---|------------|
| COURSES | | HOURS |
| VBUS-014 | Introduction to Mobile and Social Media Tools | 60 |
| VBUS-150 | Introduction to Digital Marketing | 60 |
| VBUS-152 | Introduction to Digital Marketing Analytics | 60 |
| TOTAL HOURS OF INSTRUCTION | | 180 |

Rev. 6/12/2019 12:16 PM IG

MISSION STATEMENT: The mission of the Continuing Education Division is to offer a variety of free noncredit classes, programs, and services that enable students to maximize their potential by acquiring the necessary technical and academic skills to reach their personal, educational, and career goals so that they can benefit from, and contribute to, a changing American society as productive, active members of their communities.

All educational opportunities are offered without regard to national origin, religion, age, gender, gender identity, gender expression, race or ethnicity, color, medical condition, genetic information, ancestry, sexual orientation, marital status, physical or mental disability, pregnancy, or military and veteran status.