

# DIVISION OF BUSINESS

## Digital Marketing and Design

EMBEDDED CERTIFICATE WITHIN ASSOCIATE OF SCIENCE IN BUSINESS ADMINISTRATION

*Requirements for Academic Year 2026-2027*

GENERAL EDUCATION REQUIREMENTS		
4-6 HOURS		
(Check catalog listings for prerequisites)		
Area	Hours	To be selected from:
College Orientation	1-3	EDUC 1111 College Orientation EDUC 1113 Strategies for Success
Computer Literacy	3	COMS 1133 Fund of Comp Usage
PROGRAM REQUIREMENTS		
12 HOURS		
(Check catalog course listings for prerequisites)		
Marketing	3	BUSN 2713 Principles of Marketing
Guided Electives	9	BUSN 1113 Business Principles BUSN 2203 Principles of Advertising BUSN 2433 Fundamentals of Graphic Design BUSN 2753 Social Media Management BUSN 2300 Special Topics
Maximum 3 hours are allowed for Special Topics courses towards a certificate. Physical Education activity courses do not count toward graduation.		
<b>Total Hours: 16</b>		