



CIAT

CALIFORNIA INSTITUTE OF
APPLIED TECHNOLOGY

EARN YOUR DEGREE IN DIGITAL MARKETING

Associate of Applied Science in Digital Marketing

Program Overview

The Associate of Applied Science in Digital Marketing is a specialized program designed to equip students with the essential skills and knowledge required for a successful career in the field of digital marketing.

This program is specifically aligned with industry-standard methodologies and practices, ensuring that students are well-prepared to meet the demands of the marketing field in the digital age.

Graduates will be well-prepared to pursue rewarding careers in various marketing settings, including roles such as Digital Marketing Specialist, Social Media Manager, Content Strategist, Marketing Analyst, and Email Marketing Coordinator.



17 Courses



4 Industry Certifications



2 Years

75% Technical Courses 25% General Education Courses

Entry Requirements:

High School Diploma or GED *Transfer credits may be accepted.

Degree + Certifications

Employers in this field expect more than just a degree. Earn industry certifications along the way to strengthen your resume and show off your skills.

Earn your industry certifications *while* earning your degree, and graduate career-ready:

- ✓ Complimentary exam vouchers
- ✓ Unlimited exam attempts*
- ✓ Test preparation software

CIAT Virtual Classroom



Personalized Learning

Small class sizes led by industry experts for a hands-on personalized learning experience



Accelerated, Immersive Online Courses

Accelerated 5-week live immersive classes keep you focused on learning one topic at a time.



Real-World Career Preparation

Classes are designed to boost your technical confidence and ensure you graduate career-ready.



We have high standards and we believe you should too. CIAT has proudly earned accreditation from the Accrediting Council for Continuing Education & Training (ACCET) listed by the U.S. Department of Education as a nationally recognized accrediting agency.

Contact Us



(877) 559-3621



ciat.edu



info@ciat.edu



Your Path to Success Starts Here

It's no secret that digital marketing is a rapidly growing industry. In today's digital age, businesses need talented digital marketing professionals to craft their online presence and connect with consumers.

At CIAT, you can earn more than just a digital marketing degree: you can gain expertise, marketable skills, and in-demand industry certifications that will help you stand out in today's job market. We offer flexible, live online classes that are perfect for working adults, one-on-one tutoring, unlimited access to workshops and support, and personalized career services, to help you achieve your academic and professional goals.

Our Career Services Team



Who We Are

We are a team of dedicated professionals with extensive experience in career advising and development.



Why We're Different

We offer personalized career support designed to meet your unique needs. We prioritize relationship-building and offer ongoing support at every stage of your career journey.



How We Help

We offer a wide range of services including resume writing, interview preparation, career exploration, and more.



Our Goal

To empower our students for lifelong career success by providing comprehensive support and resources for their professional development.

Financial Aid Options

Federal Grants & Loans*

- FAFSA

Military Benefits

- Post 9/11 GI Bill® Benefits*
- Yellow Ribbon Program
- Active Duty Tuition Assistance
- Military Spouse Funding (MyCAA)
- Vocational Rehab & Employment

Private Loans

- Sallie Mae
- Flexible monthly payment plans

Scholarships

- Merit-based & Financial Need Scholarships
- Industry Scholarship
- Women in Tech Scholarship

TUITION: \$42,240

* GI Bill® is a registered trademark of the U.S. Department of Veterans Affairs (VA). More information about education benefits offered by VA is available at the official U.S. government website at <https://www.benefits.va.gov/gibill>. CIAT is approved to offer VA benefits. *Financial aid is available for those who qualify. *Students are encouraged to take certification exams while actively enrolled in their Certificate or Degree program. Unlimited certification exam attempts expire 180 days after graduation. Select exams are not eligible for unlimited retakes - see certification exam policy for details. Certifications or courses may change to address industry trends or improve quality.





Degree



Certifications



Student Success

The 3 Steps to Student Success:

Employers hiring for IT positions today demand more than a degree, they expect candidates to come with resumes stacked with industry certifications. Getting certified helps you stay ahead of your competition, position yourself for higher salaries, and demonstrate to your employer that you have the skills needed for the job. At CIAT, we do everything we can to help you get certified, which includes extending our one-of-a-kind unlimited certification policy to all eligible, active students.

1

Coursework

Learn from industry-certified instructors through live classes and hands-on labs. Build your technical skills and conquer the technical concepts before you prepare for the exam.

Study for Certification Exam

Our most successful students study several hours each week on top of their coursework to prepare for certification exams. CIAT provides complimentary 4 day bootcamps during term breaks, practice exam software, workshops, and live test prep tutoring for all students.

2

3

Pass Certification Exam

Once you reach 90% or higher on two practice exams, you are ready to take the exam. You will receive a voucher from CIAT, schedule your exam, and report your results to CIAT. If you fail your exam, CIAT offers an unlimited certification exam policy to all eligible students for up to 180 days after graduation to take the exam as many times as needed in order to pass.

**Most exams in the CIAT curriculum are included in our unique Unlimited Certification Exam Policy. A few exclusions do apply.*





Why Earn Industry Certifications?

Employers hiring for IT positions today demand more than a degree, they expect candidates to come with resumes stacked with industry certifications. Getting certified helps you:

- Enhance your resume
- Be more competitive in the job market
- Earn higher salaries
- Demonstrate your skills and value to your employer



The CIAT Approach:

Industry certification exams are difficult exams, and many students do not pass on their first attempt. To help student success rates, we encourage all students to study several hours each week on top of their courses and take advantage of CIAT's complimentary support and unlimited number of exam vouchers. CIAT offers:

- Certification workshops
- Complimentary 4 day bootcamps during term breaks
- Live test prep tutoring
- Practice exam software
- Unlimited certification exam policy

Industry Certifications:

Associate of Applied Science in Digital Marketing

			
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ASSOCIATE OF APPLIED SCIENCE IN DIGITAL MARKETING

PROGRAM ID	#AASDM
LENGTH	85 Weeks, SOC Code: 30.7101
CREDITS	64 Semester (360 Lab Hours; 780 Lecture Hours)

ASSOCIATE DEGREE - CORE COURSES

ID	CLASS	CREDITS
CIS100A	Computer Fundamentals	4
DGM100	Introduction to Marketing	4
BAM109	Navigating The Modern Workforce - Diversity, Culture, Generations	4
DGM101	Market Research and Competitive Landscape	4
BAM102	Introduction to Spreadsheets and Understanding Data	4
DGM102	Digital Marketing	4
BAM103	Effective Presentations	4
BAM104	Business Communications	4
DGM103	Strategic Social Media Marketing	4
DGM104	Marketing Metrics and Analytics	4
DGM105	Introduction to Web Design	4
DGM106	Content Marketing	4

ASSOCIATE DEGREE - GENERAL EDUCATION COURSES

ID	CLASS	CREDITS
ENG	Technical Writing	4
ENG	Public Speaking	3
MTH	College Algebra	3
SBS	Psychology, Sociology, or Economics	3
SCI	Chemistry, Biology, or Physics	3

Graduation requirements:

- 80% or higher cumulative attendance
- 2.0 or higher cumulative GPA