CIAT
CALIFORNIA INSTITUTE OF APPLIED TECHNOLOGY

# EARN YOUR DEGREE IN DIGITAL MARKETING

**Associate of Applied Science in Digital Marketing**

## Program Overview

Launch your career in digital marketing with a hands-on associate degree designed to equip you with the practical skills and tools today's employers demand.

From social media strategy and SEO to content creation and campaign analytics, this program covers the full digital marketing landscape. You'll gain real-world experience through a final capstone project that doubles as both a portfolio piece and a simulated internship—giving you something concrete and impressive to showcase to future employers. Whether you're aiming to join a marketing team or bring your own business idea to life, this program is built to support your goals.

Entrepreneurs can tailor the final project to their own ventures, making this a smart choice for those ready to turn ideas into action.

**17 Courses** | **64 Credits** | **2 Years**

**75%** Technical Courses **25%** General Education Courses

## Entry Requirements:

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

## Launch Your Career in Digital Marketing

With an Associate Degree in Digital Marketing, you'll be prepared for in-demand roles such as

- ***CRM Specialist***
- ***Content Strategist***
- ***Social Media Manager***
- ***Digital Marketing Specialist***
- ***SEO Specialist***
- ***E-commerce Marketing Manager***
- ***Marketing Analyst***
- ***Email Marketing Specialist***
- ***Digital Marketing Consultant***
- ***Influencer Marketing Specialist***

## 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.

ACCET

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

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## 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

### Employer Benefits

- CIAT Workforce Grant
- CIAT Tuition Match

Cost Per Credit: $485

Total Credits: 64

Total Tuition: $31,040

**CIAT has awarded over $5M in scholarships.**
One could be yours. See if you qualify.

- Your final tuition cost will vary based on credits transferred from other institutions, and potential scholarships applied. Our Admissions and Financial Aid team will prepare a personal financial aid projection with tips on how to maximize your educational investment, plan your ROI, and reduce out of pocket expenses.

- 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.

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## ASSOCIATE OF APPLIED SCIENCE IN DIGITAL MARKETING

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|---|---|
| **PROGRAM ID** | #AASDM |
| **LENGTH** | 85 Weeks |
| **CREDITS** | 64 Credits (360 Lab Hours; 780 Lecture Hours) |

## ASSOCIATE DEGREE - CORE COURSES

| ID | CLASS | CREDITS |
|---|---|---|
| **CIS100A** | Computer Fundamentals | **4** |
| **BAM102** | Introduction to Spreadsheets and Understanding Data | **4** |
| **DGM100** | Foundations of Digital Marketing | **4** |
| **DGM101** | Content Strategy & Design | **4** |
| **BAM103** | Effective Presentations | **4** |
| **DGM102** | Website Design & Conversion Strategy | **4** |
| **DGM103** | Social Media Marketing | **4** |
| **DGM104** | SEO & Paid Search Strategies | **4** |
| **BAM104** | Business Communications | **4** |
| **DGM105** | Digital CRM & Email Engagement | **4** |
| **DGM106** | Marketing Insights & Analytics | **4** |
| **DGM107** | Digital Portfolio & Professional Presentation | **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