



CIAT

CALIFORNIA INSTITUTE OF
APPLIED TECHNOLOGY

EARN YOUR DEGREE IN DIGITAL MARKETING

Applied Bachelor's Degree in Digital Marketing

Program Overview

The Applied Bachelor's Degree in Digital Marketing offered by CIAT prepares students with the strategic, analytical, and technical skills required to plan, implement, and optimize modern digital marketing campaigns. The program integrates marketing strategy, consumer behavior, SEO, paid digital advertising, analytics, AI applications, and e-commerce strategy.

Students gain hands-on experience designing digital marketing strategies, optimizing customer journeys, analyzing performance data, and managing multi-channel campaigns across search, social media, mobile, and online marketplaces, with an emphasis on data-driven decision-making and emerging technologies.



35 Courses



130 Credits



3-4 Years

75% Technical Courses 25% General Education Courses

Entry Requirements:

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

Available Scholarships:

CIAT Bachelor's Scholarship, up to \$15,000

Develop Transferable, Valuable Skills

CIAT's digital marketing program focuses on helping students develop marketable skills including:

- ✓ SEO & paid search strategy
- ✓ Social media marketing
- ✓ Marketing analytics & reporting
- ✓ Conversion rate optimization
- ✓ E-commerce strategy
- ✓ AI & marketing automation
- ✓ Brand positioning & messaging
- ✓ Content strategy & design
- ✓ Email & CRM marketing
- ✓ Digital advertising

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

Businesses across every industry need skilled digital marketers to drive visibility, engagement, and revenue online.

At CIAT, you can earn more than just a digital marketing degree: you can gain expertise, marketable skills, and hands-on experience with the platforms and tools employers use, helping 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.

- ACCET has initiated a pilot to accredit applied bachelor's degree programs. Full bachelor's-level accreditation is pending Department of Education approval. All other programs remain ACCET-accredited. Title IV eligibility is currently limited to lower-division (associate-level) coursework within the 2-Step Associate-to-Bachelor's pathway. Alternative financing options are available.

Financial Aid Options

Federal Grants & Loans

- FAFSA (Associate Only)*

Military Benefits

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

*This program is currently pending VA and Title IV approval

Employer Benefits

- CIAT Workforce Grant
- CIAT Tuition Match

Scholarships

CIAT Bachelor's Scholarship, up to \$15,000

- Cost Per Credit: \$485
- Total Credits: 130
- Total Tuition: \$63,050

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.



**CIAT**CALIFORNIA INSTITUTE OF
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LENGTH
CREDITS#BADM
175 WEEKS
130 CREDITS (750 LAB HOURS; 1575 LECTURE HOURS)

Courses

COURSE LISTING: LOWER DIVISION COURSES

CREDITS REQUIRED: 48

COURSE ID	COURSE TITLE	CREDITS
CIS100A	COMPUTER FUNDAMENTALS	4
DGM100	FOUNDATIONS OF DIGITAL MARKETING	4
DGM101	CONTENT STRATEGY & DESIGN	4
BAM102	INTRODUCTION TO SPREADSHEETS AND UNDERSTANDING DATA	4
DGM102	WEBSITE DESIGN & CONVERSION STRATEGY	4
BAM103	EFFECTIVE PRESENTATIONS	4
BAM104	BUSINESS COMMUNICATIONS	4
DGM103	SOCIAL MEDIA MARKETING	4
DGM104	SEO & PAID SEARCH STRATEGIES	4
DGM105	DIGITAL CRM & EMAIL ENGAGEMENT	4
DGM106	MARKETING INSIGHTS & ANALYTICS	4
DGM107	DIGITAL PORTFOLIO & PROFESSIONAL PRESENTATION	4

COURSE LISTING: UPPER DIVISION COURSES

CREDITS REQUIRED: 24

COURSE ID	COURSE TITLE	CREDITS
DGM200	DIGITAL CONSUMER BEHAVIOR & SOCIAL MEDIA STRATEGY	4
DGM201A	PAID MEDIA STRATEGY & CONVERSION RATE OPTIMIZATION - PART 1	4
DGM201B	PAID MEDIA STRATEGY & CONVERSION RATE OPTIMIZATION - PART 2	4
DGM202	SEO ON AND OFF SITE	4
DGM203	MARKETING ANALYTICS & DATA-DRIVEN DECISION MAKING	4
DGM204	DIGITAL MARKETING LAW, ETHICS & DATA PRIVACY	4

COURSE LISTING: UPPER DIVISION ELECTIVE COURSES

CREDITS REQUIRED: 28

COURSE ID	COURSE TITLE	CREDITS
DGM320	AI APPLICATIONS IN DIGITAL MARKETING	4
DBM321	INFLUENCER MARKETING	4
DGM322	E-COMMERCE & REVENUE GROWTH STRATEGIES	4
DGM323	OMNICHANNEL MARKETING & AUTOMATION SYSTEMS	4
DGM324	MOBILE MARKETING & APP-BASED CUSTOMER ENGAGEMENT	4
DGM325	DIGITAL BRANDING & POSITIONING STRATEGY	4
DGM400	DIGITAL MARKETING SENIOR PROJECT	4

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Courses

COURSE LISTING: GENERAL EDUCATION COURSES						CREDITS REQUIRED: 30	
ENGLISH LANGUAGE, COMMUNICATION & CRITICAL THINKING 6 CREDITS REQUIRED				MATHEMATICAL CONCEPTS AND QUANTITATIVE REASONING 7 CREDITS REQUIRED			
ENG200	TECHNICAL WRITING	3	MTH105	COLLEGE ALGEBRA	3		
ENG201	CRITICAL THINKING AND PROBLEM SOLVING	3	MTH140	STATISTICS	3		
ENG210	PUBLIC SPEAKING	3	MTH201	PRE-CALCULUS	4		
			MTH205	CALCULUS 1	4		
			MTH210	CALCULUS 2	4		
ARTS AND HUMANITIES 6 CREDITS REQUIRED				SOCIAL AND BEHAVIORAL SCIENCES 3 CREDITS REQUIRED			
AHS305	TECHNOLOGY, SOCIETY, AND CULTURE	3	SBS110	INTRODUCTION TO PSYCHOLOGY	3		
AHS310	PROFESSIONAL PRACTICE IN ETHICS	3	SBS120	SOCIOLOGY	3		
			SBS201	ECONOMICS	3		
NATURAL PHYSICAL SCIENCES 3 CREDITS REQUIRED				PERSONAL AND PROFESSIONAL DEVELOPMENT 5 CREDITS REQUIRED			
SCI120	GENERAL BIOLOGY	3	PPD300	CRITICAL THINKING AND PROBLEM SOLVING	3		
SCI130	PRINCIPLES OF CHEMISTRY	3	PPD305	CAREER AND TECHNOLOGY	2		
SCI140	GENERAL PHYSICS	3					

**Course order will vary. Students are required to complete a total of 28 credits, including the required CSP400. CLD331 - CLD335 require prerequisite completion of CIS130, CIS131, CIS132 and CIS133.*

Graduation requirements: 80% or higher cumulative attendance. 2.0 or higher cumulative GPA. 3 industry certifications earned.