

Student Name: \_\_\_\_\_

SID: \_\_\_\_\_

 Courses may be subject to prerequisites and minimum grade requirements. Check online at <http://bellevuecollege.edu/classes/All/>

PROGRAM REQUIREMENTS			REQUESTED SUBSTITUTION/TRANSFER CREDIT (if applicable)					
Course	Course Title	Credits	College/University	Course	Credits	Grade	Quarter	Year
<b>CORE COURSEWORK</b>								
BTS 109	Business Communications	5						
BTS 165	Business Spreadsheet Analysis & Design	5						
BTS 186	Publication Design Essentials	5						
BTS 188	Digital Images for Desktop Publishing	5						
BTS 189	Web Authoring Essentials	5						
BTS 289	Design & Deploy Ecommerce Website	5						
MKTG 154	Principles of Marketing	5						
MKTG 225	Customer Relations Management	5						
MKTG 240	eMarketing	5						
Choose 5 credits from the following:		5						
BTS 110	Web Essentials for Communications (5 Cr)							
BTS 161	Business Software Essentials (5 Cr)							
Choose 5 credits from the following:		5						
MKTG 200	International Marketing (5 Cr)							
MKTG 234	Advertising (5 Cr)							
Choose 3-5 credits from the following		3-5						
BTS 144	Personal Information Manager (3 Cr)							
BTS 147	Presentation Design & Delivery (3 Cr)							
BTS 187	Publication Design for Print (5 Cr)							
BTS 280	Project Planning Tracking & Reporting (5 Cr)							
BTS 293	Business Technology Practicum (5 Cr)							
BUS 230	Project Management (5 Cr)							
DMA 212	Vector Images & Illustrations (5 Cr)							
DMA 221	Web Animation I (5 Cr)							
<b>TOTAL</b>		58-60						

Please complete this form prior to meeting with the Program Chair for signature. Completed form must be submitted to the Evaluations/Graduation Office when applying for graduation.

Program Chair: \_\_\_\_\_

Date: \_\_\_\_\_

## Web Marketing Specialist 2014-2015 Certificate of Achievement (continued)

### CERTIFICATE REQUIREMENTS

Must earn a cumulative GPA of 2.00 in all coursework taken at BC, and in all courses applied to the degree. Complete at least one-third of all the credits applicable toward the degree or certificate in residence at BC.

### DESCRIPTION

Students completing the Web Marketing Specialist certificate are prepared for web marketing positions that require e-marketing theory and practical application of web marketing skills and basic web development. The certificate provides an overview of marketing and e-marketing skills in desktop publishing, digital design, web tools, graphics principles, business communication skills, electronic communications, customer relations management, advertising and office software applications skills. Students will also have additional practice in one or more of the following areas: illustration software, Web animation, publication software, project management theory and software, personal information manager (Outlook), or presentation software.

#### Learning Outcomes

Certificate recipients should possess the skills and abilities described below:

- Apply e-marketing theory and practice to business scenarios
- Apply traditional marketing and advertising principles to business problems
- Work at an intermediate level with web, desktop publishing applications and basic office software
- Apply effective digital design principles
- Apply marketing principles and digital design in a business setting
- Effectively communicate to a variety of audiences with a variety of medium
- Utilize customer relations management applications

### STAYING ON TRACK

Use Degree Audit to track your progress toward completion of this degree at <http://bellevuecollege.edu/degreeaudit/>

Please refer to <http://bellevuecollege.edu/programs/degrees/> for latest degree updates and further information.

### GRADUATION APPLICATION

Students must apply for graduation. Submit your graduation application form two quarters prior to the expected graduation date and pay the application fee.

Application deadlines:

- Fall: June 1
- Winter: October 10
- Spring: December 10
- Summer: March 15

### PROGRAM CONTACT INFORMATION

[www.bellevuecollege.edu/classes/all/](http://www.bellevuecollege.edu/classes/all/) *Web Marketing Specialist*