FOOTHILL COLLEGE
Credit Program Narrative
Certificate of Achievement in Digital Marketing

Item 1. Program Goals and Objectives

The Certificate of Achievement in Digital Marketing Certificate will offer practical training in the latest marketing concepts and techniques used by businesses and organizations to obtain new customers, generate customer loyalty and drive profit. Small businesses and large companies alike are in dire need of employees who understand how to use digital marketing tools – social media advertising, search engine optimization and data analytics. This program will position individuals to benefit from the projected 10-percent growth in marketing and advertising positions that involve using these tools and strategies.

Program Learning Outcomes:
- Upon completion of the program, the student will have acquired the necessary basic skills to build effective online marketing strategy.
- Upon completion of the program, the student will be able to demonstrate appropriate critical thinking, problem-solving skills and communication skills to enhance online marketing efforts of an organization.

Item 2. Catalog Description

Created in collaboration with Facebook Inc., the Certificate of Achievement in Digital Marketing is designed for people who are seeking to learn the latest marketing tools to promote a business or an organization online. The program provides 25 units of online instruction and hands-on practice in creating marketing content, understanding basic elements of building a website, employing search engine optimization, developing online ad campaigns and analyzing key performance metrics.

Item 3. Program Requirements

Requirements	Course #	Name	Units	Sequence
Core Courses (25 units)	BUSI 59	Principles of Marketing	4	Year 1, Fall
	BUSI 57	Principles of Advertising	4	Year 1, Winter
	BUSI 59A	Web Marketing	5	Year 1, Spring
	BUSI59C	Marketing Content Strategy and Branding	4	Year 2, Fall
	BUSI59D	Marketing Analytics and Performance Optimization	4	Year 2, Winter
	BUSI59E	Email Marketing	4	Year 2, Spring

TOTAL UNITS: 25 units

Proposed Sequence:

Year 1, Fall = 4 units	Year 2, Fall = 4 units
Year 1, Winter = 4 units	Year 2, Winter = 4 units
Year 1, Spring = 5 units	Year 2, Spring = 4 units

TOTAL UNITS: 25 units

Item 4. Master Planning

Foothill College offers programs and services that empower students to achieve their goals as members of the workforce, as future students, and as global citizens. There is currently a high demand for qualified individuals who understand digital marketing tools and can utilize them to benefit an organization. This innovative program will allow students to achieve their goals whether it is to promote their business, advance in place of employment or transfer credit to a four-year college. The Certificate of Achievement in Digital Marketing is also a pivotal step for students who are retraining, returning to workplace and/or updating marketing skills.

Item 5. Enrollment and Completer Projections

On average 160 students have taken BUSI 59, Principles of Marketing, online and face-to-face, annually in the last three years (2015-2018). While BUSI 57 and BUSI 59A have not been regularly offered, we see a steady demand for these classes as well, especially when offered online. Due to strong demand for skills developed within the Certificate of Achievement in Digital Marketing and due to the highly visible partnership with Facebook, we believe that enrollment will grow in all three courses. We also believe that the compact nature of the certificate will attract individuals who are seeking to employ the newly acquired skills in their current jobs.

Because at least 100% of the courses can be taught completely online, it is expected that nation-wide participation over the next five years will significantly increase the number of students who complete this certificate.

Course #	Course Title	Year 1 (2016-17)		Year 2 (2017-18)		Year 2 (2018-19)	
		Annual Sections	Annual Enrollment	Annual Sections	Annual Enrollment	Annual Sections	Annual Enrollment
BUSI 59	Principles of Marketing	6	227	4	172	4	156
BUSI 57	Principles of Advertising	1	31	1	19	1	42
BUSI 59A	Web Marketing	3	61	3	97	1	46

Item 6. Place of Program in Curriculum

Foothill College currently offers 3 courses (BUSI59, BUSI57, BUSI59A) necessary to complete the Certificate of Achievement in Digital Marketing. Three new classes (BUSI59C, BUSI59D, BUSI59E) have been proposed and developed in partnership with Facebook. We anticipate that

the new courses will be approved by the state in early 2020, allowing students to complete the updated program in the academic year 2020-2021.

Item 7. Similar Programs at Other Colleges in Service Area

The closest comparable program in California is offered by UC Irvine. The UCI program consists of a combination of 12 core units and 4 electives broken into 2 unit courses, offered as both face-to-face and online, duration is 3-12 months, average cost $4,760. According to UCI Division of Continuous Education information page, USI certificate offers the following benefits:

- Build effective online marketing strategies for customer acquisition, conversion and retention.
- Integrate key analytics and consumer browsing behavior into your online marketing efforts.
- Drive more traffic to your website using search engine marketing (SEM) techniques, including search engine optimization (SEO), to enhance both organic and paid search tactics and maximize promotional dollars.
- Track and measure online marketing campaigns using website analytical services n Apply social media, mobile and emerging technologies to promotions

Foothill's collaboration with Facebook sets our Certificate of Achievement in Digital Marketing apart from UCI. A big part of our certificate is the practical application. We will utilize access and ad credit provided by Facebook to offer our students projects where they can practice promoting a business or an event using Facebook tools and platform.

Canada College is working on developing a similar certificate. No comparable certificate is offered by a community college in California at this time.

Additional Information Required for State Submission:

TOP Code: 0509.70 - E-Commerce (business emphasis)

Annual Completers: 40

Net Annual Labor Demand: 249,600

Faculty Workload: .6 annual load or 60% of one FTEF.

New Faculty Positions: None, our existing full-time and adjunct faculty will teach the courses.

New Equipment: $0

New/Remodeled Facilities: $0

Library Acquisitions: $0

Gainful Employment: Yes

Program Review Date: December 2021

Distance Education: 50-99%

ATTACH THE FOLLOWING (non-Apprenticeship)**:**

1. **Employment data and projections.** (created PDF from link)
2. **Advisory Committee Recommendation** *(includes advisory committee membership, minutes, and summary of recommendations)*
3. **Regional Consortia Approval Meeting Minutes** *(showing program recommendation)*