

MARKETING COMMUNICATIONS - ADVANCED TECHNICAL CERTIFICATE (ATC)

Explore More About This Program: <https://cwi.edu/program/marketing-communications>

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Apply, measure, and evaluate digital marketing efforts.
- Develop and apply skills to create and assess digital marketing strategies that align with larger strategic plans.
- Develop, evaluate, and execute a comprehensive digital marketing strategy and plan.
- Demonstrate and explain the core concepts of marketing in business and develop marketing strategies and integrated marketing communications plans.
- Apply and assess the latest digital marketing technologies.
- Discuss and analyze the role of digital media in different marketing fields.
- Articulate the ethical impact of digital marketing efforts.
- Develop written communication skills that are applicable to a profession in digital marketing.
- Demonstrate knowledge of the instrumental role of marketing in a global business environment.
- Recognize and apply a global perspective to marketing, demonstrating an awareness of society and international cultures.
- Analyze and interpret social trends that encompass today's evolving society.
- Critically analyze the appropriateness of each of the major digital marketing channels (i.e. paid, organic, affiliate, social, email and mobile applications, etc.) against marketing strategies.
- Analyze and apply design concepts and tools to execute marketing campaigns.