



DAVIS SCHOOL DISTRICT

www.davis.k12.ut.us

CAREER AND TECHNICAL EDUCATION

CAREERS

Content Managers & Strategists

Virtual Reality Developers

User Experience Designers

Email Marketing Specialist

Digital Marketing Manager

Digital Marketing Director

Analyst

Associate Brand Manager

Digital Marketing Coordinator

Director of IT



Learning that works
for Utah

visitors
placement
design
media
activity
idea
organization
creative
service
customer
INTERNET
MARKETING

DIGITAL MARKETING

ABOUT

The Digital Marketing course is designed to give students a general background in digital marketing and an introduction to the rapidly growing and evolving career field. Students will be exposed to the fundamental concepts and principles of the digital experience, focus on the learning tools and skills necessary for solving business problems, and developing marketing opportunities. Practical experience in: eCommerce, media planning, branding, online advertising, display advertising, digital campaigns, social media marketing, and mobile media.



JOB OUTLOOK

Employment is projected to grow 10% from 2016 to 2026



REQUIREMENTS

Semester course for Sophomores, Juniors, or Seniors



LOCATIONS

All high schools students have access to take Digital Marketing



Talk to your high school
CTE Coordinator



CTE Business/ Marketing Specialist
Annette Godfrey - agodfrey@dsdmail.net