

# DIGITAL MARKETING ACADEMY



The Digital Marketing Academy includes rigorous courses designed to prepare students for post-secondary education and employment in the career fields of marketing, sales, and service. Marketing professionals create demand for a company's products or services, persuading potential customers that their service will fulfill their need. Through effective advertising to attract potential customers, a powerful sales team or online sales website, and superior service to keep customers happy, businesses are able to generate revenue and make a profit. Students will learn general marketing principles, gain an understanding of various marketing strategies, and explore the world of digital marketing. The general education courses, in conjunction with specialized courses, provide a foundation and sharpen students' skills in preparation for entry into today's workplace.

## Future Careers

- Advertising Manager
- Brand Manager
- Content Marketing Coordinator
- Customer Support
- Digital Marketing Specialist
- Inside Sales Representative
- Market Research Analyst
- Merchandiser
- Public Relations Specialist
- Sales Representative
- Social Media Manager

## Digital Marketing

Students in this pathway are required to complete a minimum of four of the following courses:

- Business Ownership
- Microsoft Office Applications
- Accounting 1
- Advanced Applications – Word/PowerPoint
- Marketing (*required*)
- Advanced Digital Marketing & Social Media (*required*)

In addition, students may choose two courses from the list below:

- Accounting 2
- Advanced Applications – Excel/Access
- Multimedia Production
- Cooperative Education/Work Experience

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