

Digital Communications

Degree Type

Certificate

NHTI's Digital Communications certificate program offers you a skill set that can be used across many industries and disciplines. Web development, marketing analytics, and analysis are skills needed for a digital/social media presence in the global market place. This program instructs you in social media marketing, website management, data analysis, accounting, relationship marketing, email marketing, and mobile application marketing. This program is financial aid-eligible.

Do you have questions? Contact Aaron Conn, department chair, at aconn@ccsnh.edu or 603-271-6484 x4143.

Career Information

Graduates are prepared for careers in data management, social media, website management, sales, marketing, guest services, tourism associations, and business administration, or for transfer to bachelors programs in information technology, business administration, and the sports, recreation and tourism fields. Graduates can obtain the following professional certifications:

- Google Analytics Individual Qualification Certification
- Google Ads Search Certification
- Google Shopping Ads Certification
- Google Ads Mobile Certification
- HubSpot In Bound Certification
- HubSpot Email Marketing Certification
- Facebook Blueprint Associate-Level

Admission Requirements

Apply for this program today on our [Admissions page](#) with step-by-step instructions and enrollment pathways build just for you!

Curriculum

Item #	Title	Lecture Hours	Lab Hours	Credits
DCOM105C	Digital Communications	3	0	3
DCOM130C	E-commerce, Websites, and Blogging	3	0	3
DCOM150C	Social Media Strategy	3	0	3
DCOM210C	Search Engine Optimization	3	0	3
DCOM230C	Email and Mobile Promotion and Marketing	3	0	3
DCOM250C	Digital Analytics	3	0	3
Subtotal Credits		18	0	18
Total Credits				18