



### Specialized Skills

- Time Management
- Critical Thinking
- Decision-Making
- Negotiation
- Oral and Written Communication
- Creative

*Specialized Skills may be obtained or enhanced during the course of the student's learning experience. Specialized Skills are defined and provided by NACADA: The Global Community for Academic Advising [www.nacada.ksu.edu](http://www.nacada.ksu.edu)*

### Certifications and Professional Development

- Graphic Design Boot Camp
- Microsoft Office Professional
- Basic Accounting with QuickBooks
- QuickBooks Advanced Training
- Social Media for Business
- Professional Writing

These and other **Certifications and Professional Development** options offered by the Center for Continuing Education and Workforce Development. [www.bmcc.cuny.edu/ce](http://www.bmcc.cuny.edu/ce)

### Professional Organizations

- Association of National Advertisers
- Association of Network Marketing Professionals
- Society for Marketing Professional Services

### Helpful Career Links

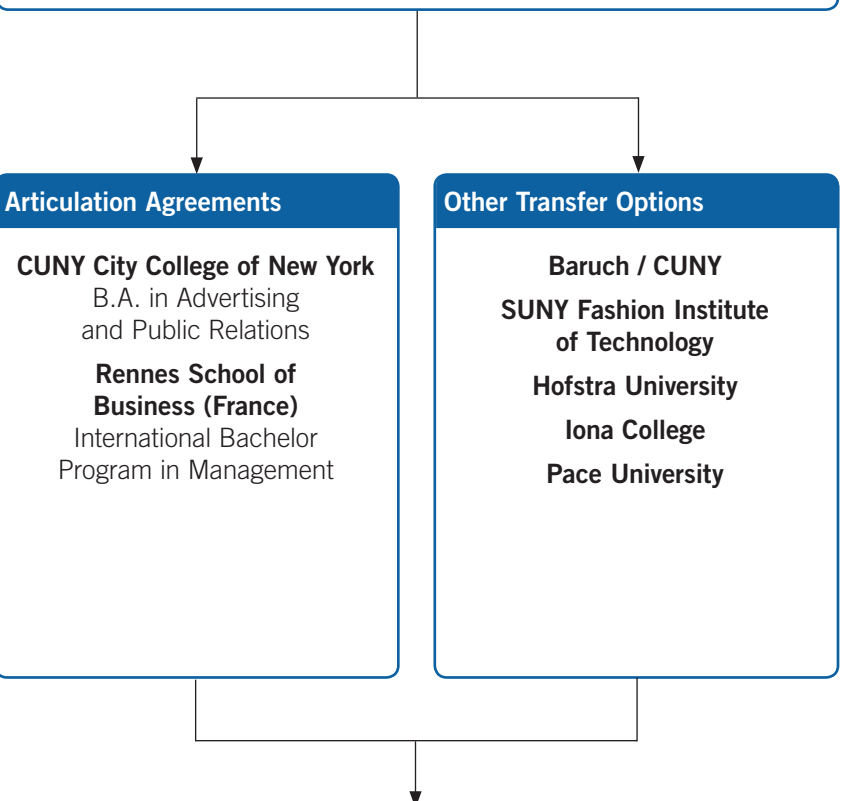
**BMCC Career Center**  
[www.bmcc.cuny.edu/career](http://www.bmcc.cuny.edu/career)

**Internships and Experiential Learning**  
[www.bmcc.cuny.edu/experiential](http://www.bmcc.cuny.edu/experiential)

**Business Management**  
[www.bmcc.cuny.edu/academics/departments/business-management/digital-marketing](http://www.bmcc.cuny.edu/academics/departments/business-management/digital-marketing)

## Digital Marketing A.S.

The Department of Business Management offers the Associate of Science (A.S.) in Digital Marketing. The program aims to lessen the skills gap in the digital marketing industry and to develop a pipeline of skilled talent. Students in this program will gain a strong foundation needed for a career in digital marketing.



### Articulation Agreements

- CUNY City College of New York**  
 B.A. in Advertising and Public Relations
- Rennes School of Business (France)**  
 International Bachelor Program in Management

### Other Transfer Options

- Baruch / CUNY**
- SUNY Fashion Institute of Technology**
- Hofstra University**
- Iona College**
- Pace University**

### Career and Salary Possibilities\*

<b>Search Engine Marketing (SEM)</b> (\$35,000–\$69,000)	<b>Public Relations Specialist</b> (\$32,000–\$74,000)
<b>Digital Marketing Specialist</b> (\$34,000–\$67,000)	<b>Copywriter</b> (\$33,000–\$76,000)
<b>Marketing Research Analyst</b> (\$38,000–\$76,000)	<b>Social Media Strategist</b> (\$31,000–\$79,000)
<b>Marketing Manager</b> (\$40,000–\$103,000)	<b>Search Engine Optimization (SEO) Specialist</b> (\$31,000–\$65,000)
<b>Online Marketing Manager</b> (\$40,751–\$98,807)	<b>User Experience (UX) Designer</b> (\$50,000–\$113,000)

\* **Career and Salary Possibilities** are not guaranteed. Additional education, training or experience may be required and salary ranges may vary depending on location, industry and education level. Career and salary data provided by Career Coach.