

## Digital Marketing Specialist

### DESCRIPTION:

In this career option, students learn the basics of technology and web design. Students acquire fundamental skills in image creation and management techniques, as they create, revise, optimize and export graphics for digital and web publishing. Students learn how Digital Media Production and complete a Capston Course for this career option. Assignments are available online and through self-paced video training as well as individual and group projects completed in and out of the classroom. Students post their work to their own WordPress website as well as create an online and print portfolio. This program is accredited by the OSDE and the ODCTE.

### CERTIFICATIONS/CREDENTIALS:

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- WorkKeys
- Brainbench

### CAREER OPPORTUNITIES:

- Artist, Creative Director
- Creative Manager
- Design Director
- Designer
- Graphic Artist
- Graphic Designer
- Online Publications Designer
- Production Artist

**SALARY :** **NWOK (Avg.) \$57,990**

By utilizing the SOC Code: 27-1014 for Digital/Graphic Marketing Specialist at [www.onetonline.org/link/summary/27-1014](http://www.onetonline.org/link/summary/27-1014) additional information including working conditions, physical requirements, knowledge skills and salary range can be found. Gainful employment including related occupations, program costs, length, on-time completion/graduation rates, job placement rates, and median loan debt is available at <http://www.nwtech.edu/gainful-employment/>.

### COST OF ATTENDANCE:

High School In-District Students - No Tuition Charge

Adult Student Cost	Dependent		Independent	
	In-District	Out-District	In-District	Out-District
Digital Marketing Specialist - 960 Hours				
Tuition and Fees*	\$ 1,920.00	\$ 3,840.00	\$ 1,920.00	\$ 3,840.00
Books, Course Materials, Supplies & Equipment*	\$ 480.00	\$ 480.00	\$ 480.00	\$ 480.00
Certification/Licensure Expense*	\$ -	\$ -	\$ -	\$ -
<b>Direct Cost of Attendance</b>	<b>\$ 2,400.00</b>	<b>\$ 4,320.00</b>	<b>\$ 2,400.00</b>	<b>\$ 4,320.00</b>
Housing & Food**	\$ 5,463.36	\$ 5,463.36	\$ 11,522.00	\$ 11,522.00
Transportation**	\$ 1,073.16	\$ 1,073.16	\$ 2,263.25	\$ 2,263.25
Miscellaneous**	\$ 3,219.48	\$ 3,219.48	\$ 6,789.75	\$ 6,789.75
Estimated Cost with living expenses	\$ 12,156.00	\$ 14,076.00	\$ 22,975.00	\$ 24,895.00

\*Direct costs are items directly related to attending NWTC. \*\*Source: Indirect costs - Southwest Consumer Price Index as of 12/23 - released 1/24.

More information on tuition, fees, estimated cost of attendance, estimated living expenses and financial aid for adult students can be found at <https://nwtech.edu/student-services/financial-aid-tuition/>.

### COURSE INFORMATION (960 Hours)

Fundamentals of Technology	120 Hrs.
Fundamentals of Web Design	120 Hrs.
Marketing Research	120 Hrs.
Digital Marketing	120 Hrs.
Marketing Fundamentals	120 Hrs.
Multimedia & Image Mgt. Tech.	120 Hrs.
Digital Marketing Capstone	120 Hrs.
Advertising Strategies	120 Hrs.

High School Students may use this career option to fulfill computer science credits needed for graduation.

### INSTRUCTOR:

Amy McClure, Instructor  
 amcclure@nwtech.edu  
 801 VoTech Drive, Fairview, OK 73737  
 580.227.3708

### CONNECT ON SOCIAL MEDIA:

[www.nwtech.edu](http://www.nwtech.edu)

### SCHEDULES AVAILABLE:

8:20am - 11:20am  
 12:20 pm - 3:20 pm

Full-time adult students attend both sessions.

### APPLICATION & ADMISSIONS:

Complete an application at <https://nwtech.edu/student-services/enrollment-processes/>.

For Admission Questions or To Schedule a Visit:  
 Call NWTC at 580.227.3708

Financial assistance is available to adult students who qualify. ID=In-District; OD=Out-of-District

Non-Discrimination Info  
 English/Spanish

