



Certificate in Internet Marketing and E-commerce

"This certificate gave me the confidence I needed to enter the workplace as a millennial. I am eight months post-graduation and working full time with three of my own clients as a Marketing Coordinator!" —K. Bartley

The Certificate in Internet Marketing and E-Commerce equips students with the necessary marketing, computer technology, social media, design, and multimedia skills to succeed in internet marketing and e-commerce. Graduates of the certificate program possess the technical skills to work with information technology and web technology groups in business, government, and educational settings.

The CIMEC is offered jointly by Business, Computer Science, and Emerging Media & Digital Arts.

The certificate program is open to undergraduate, graduate, and post-baccalaureate students.

Career paths and salary ranges in Marketing and E-commerce:

Advertising, Promotions, and Marketing Manager, Internet Marketing Administrator, Marketing Director, Marketing Manager

Median Pay \$133,380 per year • \$64.12 per hour.

E-commerce Director, Sales Manager

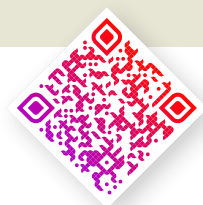
Median Pay \$127,490 per year • \$61.30 per hour.

Marketing Analyst, Marketing Consultant, Marketing Forecaster, Market Research Analyst, Market Research Specialist, Marketing Specialist

Median Pay \$63,920 per year • \$30.73 per hour.



Source: <https://www.bls.gov/ooh/a-z-index.htm#H>



For more details, explore the Southern Oregon University website: <https://sou.edu/academics/business/programs/certificate-internet-marketing-e-commerce-cimec/>



Career Paths: <https://www.bls.gov/ooh/field-of-degree/business/business-field-of-degree.htm#emp>



<https://www.bls.gov/ooh/field-of-degree/computer-and-information/computer-and-information-technology-field-of-degree.htm>

CONTACT THE BUSINESS PROGRAM

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