

Next Gen Digital Marketer Program
(Previously Facebook Digital Marketing Certificate Program)

Student Name: _____

Student ID: _____

Process for requesting CPL

First, apply to become a CNM student, with a certificate or degree program listed as your intended major. Next, submit all required documents, listed below, to Enrollment Services at CNM Main Campus, or email askgrad@cnm.edu with all required documents attached.

List of Required Documents for requesting CPL

1. A completed, signed CPL Next Gen Digital Marketer Program Form (this form),
2. A copy of your government issued ID, **and**
3. A current and valid CNM Ingenuity, Inc. Next Gen Digital Marketer Program Certificate of Completion, as noted below.

*Licenses and/or certifications are checked for validity through their corresponding agency.
Incomplete or invalid requests will not be processed.*

*** Please indicate your completed CNM Ingenuity, Inc. training and for which you are submitting the corresponding documentation.**

If you successfully completed:	You will receive credit for:
<input type="checkbox"/> <p>Essential Expert Digital Marketing Certification Module 1: Foundations and Strategy of Digital Marketing Module 2: Data Analytics for Digital Marketing Module 3: Social Media Marketing</p>	<p>MKTG 2110 – Principles of Marketing (3 Cr) FDMA 2855 – Social Media Marketing (3 Cr) MKTG 2230 – Marketing Analytics & Performance Optimization (3 Cr)</p> <p style="text-align: right;">Total: 9 credit hours</p>
<input type="checkbox"/> <p>Advanced Expert Digital Marketing Certification Module 1: Foundations and Strategy of Digital Marketing Module 2: Data Analytics for Digital Marketing Module 3: Social Media Marketing Module 4: Content Marketing & SEO Module 5: Search and Paid Digital Advertising Module 6: Email Marketing</p>	<p>BCIS 1110 – Fundamentals of Information Literacy and Systems (3 Cr) FDMA 2855 – Social Media Marketing (3 Cr) MKTG 2110 – Principles of Marketing (3 Cr) MKTG 2120 – Marketing Content Strategy and Branding (3 Cr) MKTG 2220 – Digital Marketing (3 Cr) MKTG 2230 – Marketing Analytics & Performance Optimization (3 Cr) MKTG 2240 – Email Marketing (3 Cr)</p> <p style="text-align: right;">Total: 21 credit hours</p>

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Statement of Understanding

I confirm that I am a current CNM student and I have a declared major to which this credit will apply. I am using the attached documents as evidence of my prior learning. I understand that I must still complete CNM graduation residency requirements and that CPL counts toward the [maximum time frame](#) standard of academic progress for financial aid. I realize that my request for CPL will not be completed if I do not submit my request to Enrollment Services or to askgrad@cnm.edu with this completed form, and all required documents listed above. Further, I understand that credit earned through CPL may not be accepted at another college or university and it is my responsibility to contact any institution in which I intend to transfer to inquire into their policy on accepting CPL awarded at CNM.

X

Student Signature

Date

FOR CNM OFFICE USE ONLY

Processed by

Date Processed