

DIGITAL MARKETING CERTIFICATE

Introduction

The evolving digital landscape has completely changed how companies and consumers connect. But digital techniques that do not incorporate the best marketing practices are doomed to fail. Learn how to combine brand-building strategies with traditional and digital tools.

Certificate Requirements

- BUSN 6560 is a prerequisite for the certificate

Code	Title	Hours
Required Course		
MKTG 6070	Brand Identity & Marketing Communication Strategy	3
Required: Choose 3		9
MKTG 6092	Digital Media Marketing - Tools and Analytics	
MKTG 6093	Hot Topics in Digital Marketing	
MKTG 6095	Advanced Social Media Marketing	
MKTG 6096	Advanced Search Marketing	
MKTG 6200	CRM, Big Data, and Marketing Metrics	
Total Hours		12