



Digital Marketing Certificate

The Digital Marketing Certificate exposes non-marketing students to the fundamentals of digital marketing, including search engine optimization (“SEO”), search engine marketing (“SEM”), and digital advertising. The primary goal of the Certificate is to prepare students to compete in the rapidly expanding sector of digital marketing. The Certificate will be of particular value to employers seeking graduates with basic and applied knowledge of digital marketing.

Required Courses (12 units)

Course No.	Course Name	Prerequisites
____ MARKETNG 311	Principles of Marketing	
____ MARKETNG 351	Introduction to Digital Marketing	MARKETNG 311
____ MARKETNG 353 (S)	Advanced Digital Marketing	MARKETNG 311 & 351

Select (3 units) from the following:

Course No.	Course Name	Prerequisites
____ MARKETNG 312	Principles of Selling	COREG: MARKETNG 311
____ MARKETNG 321	Marketing Research	MARKETNG 311
____ MARKETNG 337	Retail Management	MARKETNG 311
____ MARKETNG 350	Integrated Marketing Communications for Social Enterprise	MARKETNG 311
____ MARKETNG 352	Social Media and Interactive Marketing	MARKETNG 311
____ MARKETNG 360	Entrepreneurial Marketing	MARKETNG 311
____ MARKETNG 361	International Campaigns	MARKETNG 311
____ MARKETNG 370	Experiential Marketing	MARKETING 311
____ MARKETNG 371	Sports Marketing	MARKETING 311
____ MARKETNG 372	Services Marketing	MARKETING 311
____ MARKETNG 400	Innovation and Technology Marketing	MARKETNG 311
____ MARKETNG 412	Business to Business Marketing	MARKETNG 311
____ MARKETNG 420	Consumer Behavior	MARKETNG 311
____ MARKETNG 431	Sales Management	MARKETNG 311
____ MARKETNG 442	Logistics	MARKETNG 311
____ MARKETNG 445	Marketing and Retail Analytics	MARKETNG 311
____ MARKETNG 450	Sales Negotiation and conflict resolution	MARKETNG 311
____ MARKETNG 460	Entrepreneurial and Advanced Sales Techniques	MARKETNG 311 & 312
____ MARKETNG 465	Sales Team Practicum	MARKETNG 312
____ MARKETNG 479	Marketing Management and Policies	MARKETNG 311 & 321
____ MARKETNG 491	Travel Study	Junior Standing
____ MARKETNG 493	Internship in Marketing	MARKETNG 311 & Junior Status
____ MARKETNG 493D	Internship in Marketing-Digital Marketing Emphasis	MARKETNG 311
____ MARKETNG 493E	Internship in Marketing-Entrepreneurial Marketing Emphasis	MARKETNG 311
____ MARKETNG 493I	Internship in Marketing-IMC Emphasis	MARKETNG 311
____ MARKETNG 493S	Internship in Marketing-Experiential and Sports Emphasis	MARKETNG 311
____ MARKETNG 493R	Internship in Marketing-Retail Management Emphasis	MARKETNG 3
____ MARKETNG 494	Marketing Seminar	Senior Status
____ MARKETNG 496	Special Studies	
____ MARKETNG 497	Exchange Study	
____ MARKETNG 498	Independent Study in Marketing	Senior Status and Consent of Department

Minimum 2.00 GPA in courses in the certificate required for graduation.