



# 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 352	Social Media and Content Marketing	MARKETNG 311
____ MARKETNG 444	Omnichannel Marketing	MARKETNG 311
____ MARKETNG 445	Marketing and Retail Analytics	MARKETNG 311
____ MARKETNG 493D	Internship in Marketing-Digital Marketing Emphasis	MARKETNG 311
____ MARKETNG 498	Independent Study in Marketing	Senior Status and Consent of Department
____ ITSCM 285	Business Web Applications Design	Sophomore Status and Lower Level Business Requirements

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