



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.

Code	Title	Units
Certificate Requirements - 12 units		
<u>MARKETNG 311</u>	PRINCIPLES OF MARKETING	3
<u>MARKETNG 351</u>	INTRODUCTION TO DIGITAL MARKETING	3
<u>MARKETNG 353</u>	ADVANCED DIGITAL MARKETING	3
Select 3 units from the following courses:		3
<u>MARKETNG 352</u>	SOCIAL MEDIA AND INTERACTIVE MARKETING	
<u>MARKETNG 444</u>	OMNICHANNEL MARKETING	
<u>MARKETNG 445</u>	MARKETING ANALYTICS AND ARTIFICIAL INTELLIGENCE	
<u>MARKETNG 493D</u>	INTERNSHIP IN MARKETING - DIGITAL MARKETING EMPHASIS	
<u>MARKETNG 498</u>	INDEPENDENT STUDY IN MARKETING	
Total Units		12

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