

Digital Marketing Certificate

Digital Marketing Certificate Requirements

12 credits

Code	Title	Hours
MKTG 3010	Marketing Principles (ALPP)	3
MKTG 3500	Digital Marketing	3

Digital Marketing Elective Requirements

Code	Title	Hours
Complete six (6) credits from the following:		
MKTG 3550	Search Engine Optimization and Marketing	3
MKTG 3560	eCommerce Strategy	3
MKTG 3570	Email and Marketing Automation Strategy	3
MKTG 3580	Social Media Marketing Strategy	3
MKTG 3590	Digital Marketing Analytics	3
MKTG 4100	Marketing Research	3

Completion Requirements

1. Grade C- or higher in each required discipline course.
2. GPA 2.5 or higher in required discipline courses.