

MARKETING DEPARTMENT



DIGITAL MARKETING CERTIFICATE

Required courses:

- MKT 3000 Principles of Marketing (3)
- MKT 3200 Digital Marketing Fundamentals (3)
- MKT 3310 Consumer Behavior (3)
- MKT 4200 Content Marketing (3)
- MKT 4540 Digital Marketing Science (capstone) (4)

Sub-total certificate: 16 credits

Elective courses (choose **two** for certificate):

- MKT 3980 - Marketing Internship
- MKT 4110 - Brand Management
- MKT 4300 - Social Media Marketing
- MKT 3330 - Marketing and Sales Metrics
- MKT 3350 - Social Selling
- CIS 2110 - Structured Problem Solving
- JMP 2450 - Basic Media Production Leadership

Total Certificate: 22 credits