

CERTIFICATE IN DIGITAL MARKETING STRATEGY

Overview

Businesses of all sizes, and selling every type of product, rely on digital marketing to reach and strengthen relationships with customers. Companies are now spending record budgets on advertising on the Internet, mobile, and social media platforms. For this reason, there is a growing need for highly trained professionals who understand both technology and marketing to develop strategies to take full advantage of digital media to accomplish company goals.

Digital Marketing is the promotion of products or brands using multiple channels, technologies, and electronic media (e.g., email, websites, social media, text messaging, instant messaging, video, apps, and podcasts) that allow an organization to analyze campaigns, content, and strategy. A certificate in digital marketing strategy integrates digital technology and marketing to prepare students for new and emerging jobs related to analytics, blogging, search engine optimization, e-detailing, site design, Internet research, digital demographics, personalization, customer relationship management, information architecture, social media, e-commerce, and media design.

Career Opportunities

If you're interested in launching a career in marketing, advertising, PR or content creation, this certificate could be the advantage you need. Students completing the certificate will earn industry recognized certifications in digital marketing. These career enhancing tools and skills are assets students can include on resumes and speak to on interviews, which will help them stand-out in a highly competitive market when looking for top internships and jobs.

Students interested in learning more about digital marketing through a certificate would need to complete the following requirements:

COURSE	TITLE	S.H.
MKTG 3703	Marketing Concepts and Practice	3
Select Three (3) of the Following Courses		9
ADV 3710	Basic Public Relations	
ADV 3711	Marketing Communications	
MGT 3771	Social Media and E-Commerce	
MKTG 4811	Digital Marketing	
Total Semester Hours		12

Students interested in declaring this certificate need to complete an *Intra University Transfer Request* form with their academic advisor. Students must meet course prerequisites, including a minimum 2.5 overall GPA to enroll in upper level business courses. WCBA courses must be completed with the grade of a "C" or higher and cannot be taken Credit/No Credit.

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