

DIGITAL MARKETING, CERTIFICATE

Program Requirements

Students are required to complete the Graduate Certificate in one year. Students must consult with an academic advisor to ensure that they take courses in the approved sequence. The certificate consists of six courses (12 credits). All courses are two credits. Course waivers are not permitted for this certificate.

Code	Title	Credits
Required Courses (4 Credits):		
BU.420.710	Consumer Behavior	2
BU.410.620	Marketing Management	2
Elective Courses (Pick 4):		8
BU.420.720	Customer Relationship Management	
BU.460.700	Integrated Digital Marketing	
BU.410.601	Marketing Research	
BU.450.750	Strategic Market Intelligence	
BU.450.765	Social Media Analytics	