

ADVANCED BUSINESS CERTIFICATE IN DIGITAL MARKETING STRATEGY (GRADUATE CERTIFICATE)

The Marketing Department offers an Advanced Business Certificate for business professionals who are interested in careers in the areas of digital marketing and analytics, big data and strategic marketing, marketing research, customer relationship management, and targeted database marketing. Students must complete 12 credits.

Requirements

Course	Title	Credits
Required Courses		
MKTG 5115	Marketing Management ¹	3
MKTG 5251	Marketing and Digital Analytics	3
MKTG 5665	Digital Marketing	3
Flexible Marketing Electives		
One additional 5000-level MKTG elective		3
Total Credits		12

¹ Prerequisite for all other 5000-level Marketing courses.

Note that not all courses are available every semester on every campus.