
Business - Digital Marketing Certificate

Degree

Certificate

Overview

Come learn through real-life experiences the strategy and tactics it takes to launch a digital marketing campaign and career. Many digital marketers have some know-how, but don't understand the strategy and analytics required for a successful campaign.

Career Opportunities

Companies are eager to hire people with both the strategy and skills necessary to manage their digital marketing campaigns. Some students are currently working on campaigns for larger companies while others are managing the entire marketing efforts for small to mid-sized businesses. If students plan to design their career in Digital Marketing there are really four main career paths students could focus on:

1. Content Creation
2. Customer Service
3. Advertising/Customer Advocacy
4. Analytics

Learning Outcomes

Upon completion of the program, successful graduates will be able to:

- Strategically develop marketing campaigns based on a company's vision, goals, target market, research, analytics, budget, and scope.
- Prove the ROI of campaigns and marketing initiatives.
- Assess their own understanding of marketing principles, strategies and tactics and how to apply them to real life situations.
- Identify the various learning resources that will help their knowledge remain current with changing technologies, best practices, and trends.
- Depending on elective emphasis, the following outcomes could be attained:
 - Create and execute effective mobile and search marketing campaign and plans.
 - Maneuver current tools, platforms and data centers to optimize research, reach, revenues, referrals, and retention.

Course Requirements

Students are responsible to examine the course description of each course listed below for details of prerequisites, which must be satisfied before registering for the course.

Course	# Title	Credit Hours
DM 105	Introduction to Digital Marketing	3
DM 120	Digital Marketing Strategy	3
DM 150	Digital Marketing Analytics	3
Subtotal		9
Program Elective Courses		
DM 230	Digital Search Marketing	3
DM 240	Digital Mobile Marketing	3
SELL 195	Digital Technology Sales	3
Total Program Elective Credit Hours		6

Badge

A badge is an online third-party industry training or certification. Most options are free and include: Google Analytics or Adwords, Google Digital Marketing Challenge, and Moz Beginners Guide to SEO.

Total Minimum Certificate Credit Hours 15

Recommended Sequence of Courses

Depending upon the number of preparatory courses a student must take, an additional semester may be required to complete the program.

First Semester

DM 105	Introduction to Digital Marketing	3
DM 120	Digital Mktg. Strategy ^{Fall}	3
DM 150	Digital Mktg. Analytics	3
Total Credit Hours		9

Second Semester

Badge		
Elective		3
Elective		3
Total Program Elective Credit Hours		6

Graduation Requirements

1. Minimum of 15 total semester credit hours as outlined.
2. Grade of C or higher in all core courses.
3. Cumulative grade point average of 2.0 or higher.