

CERTIFICATE IN *Digital Marketing*
The University of West Florida

COURSE REQUIREMENTS

Name: _____ Student Number _____

Phone: (Home) _____ (Work.) _____

E-Mail Address _____

Degree (s) completed/or in progress:

The required 12 hours must be upper division, and at least 9 of those hours must be completed at UWF.

<u>COURSE</u>	<u>(Course Grades must be "C" or better)</u>	<u>TERM/GRADE</u>
MAR 3023	Marketing Fundamentals	(3sh) _____ / _____
MAR 4721	Digital Marketing	(3sh) _____ / _____
MAR 4236	Social Media Marketing	(3sh) _____ / _____

and one of the following:

MAR 4841	Services Marketing	(3sh) _____ / _____
MAR 3860	Customer Relationship Management	(3sh) _____ / _____
MAR 4613	Marketing Research*	(3sh) _____ / _____

*Prerequisite: MAR3023 and STA2023

COMMENTS:

Your certificate is not automatically awarded. You are required to submit online an "Application for Completion of Certificate" preceding the term of completion.

Student Signature _____ Date _____

Advisor Signature _____ Date _____