DIGITAL MARKETING CERTIFICATE PROGRAM

For details about this program, including program description, admission requirements, and contact information, click here (https://www.montclair.edu/graduate/programs-of-study/digital-marketing-certificate/).

Program Requirements

Code	Title	Credits
Required Courses		
MKTG 561	Applied Marketing Management	1.5
MKTG 562	Market Analysis and Customer Insight	1.5
MKTG 573	Social and Mobile Media: Fundamentals and Analytics	1.5
MKTG 580	Digital Customer Experience Management	1.5
MKTG 582	Integrated Digital Advertising Planning across Multiscreen, Hyper#targeted Media	1.5
MKTG 583	Omni-Channel Retailing	1.5
MKTG 585	Digital Marketing Strategy and RODMI (Return on Digital Marketing Investment)	1.5
INFO 573	Practicum in E-Commerce	1.5
Total Credits		**12**