

DIGITAL MARKETING CERTIFICATE PROGRAM

Program Requirements

Code	Title	Credits
Required Courses ¹		
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		9

¹ Non-MBA students in the certificate-only program must complete two prerequisite marketing courses: MKTG 561 Applied Marketing Management and MKTG 562 Market Analysis and Customer Insight before they can register for the 9 credits of Digital Marketing courses.