



Digital Marketing Strategy

College Credit Certificate | Code: 65102 | 18 Credits

CIP (0252070103)

Effective Term: Fall 2019 (2197)

The Digital Marketing Strategy College Credit Certificate is designed to prepare students to design, implement, manage and analyze digital marketing strategies and campaigns. Graduates will understand how to connect with consumers using multiple digital platforms to create effective customer-focused promotional campaigns.

MAJOR COURSE REQUIREMENTS (18.00 Credits)

MAR 1011	Principles of Marketing	(3 credits)
MAR 1720	Marketing in a Digital World	(3 credits)
MAR 2101	Social Media Marketing	(3 credits)
MAR 2704	Marketing Web Analytics	(3 credits)
MAR 2703	Marketing Content, Branding and Strategy	(3 credits)
MAR 2952	Digital Marketing Capstone	(3 credits)