

DIGITAL MARKETING

Students will be required to have a Bachelor's degree in order to enroll in the graduate certificates. Students seeking a graduate certificate will be admitted as non-degree seeking.

Certificates will be awarded to students in certificate programs who complete the following requirements:

Code	Title	Credits
MKTG 625	DIGITAL MEDIA ANALYTICS	3
MKTG 634	MOBILE MEDIA MARKETING	3
MKTG 643	SOCIAL MEDIA STRATEGY	3
MKTG 652	DIGITAL MEDIA MARKETING CAPSTONE	3
Total Credits		12