

Required Courses	Credits	Offered
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The certificate requires **all** of the following 5 classes.
(Prerequisites are identified in parentheses)

Digital marketing is a high-growth field focused on utilizing technology, systems, and creative content to develop relationships with current and potential customers. This minor (for non-marketing majors) and certificate (for marketing majors) will enable students to create digital marketing strategies as well as gain practical skills and earn industry related certificates.

MKT 3000	Principles of Marketing <i>(ENG 1020, or ENG 1021, completion of General Studies requirements in Oral Communication, Quantitative literacy, and Junior standing)</i>	3 credits	fall/spring/summer
MKT 3200	Digital Marketing Fundamentals <i>(Junior Standing)</i>	3 credits	fall/spring
MKT 3310	Consumer Behavior <i>(MKT 3000, Junior standing)</i>	3 credits	fall/spring/summer
MKT 4200	Content Marketing <i>(MKT 3000, Junior standing)</i>	3 credits	fall/spring
MKT 4540	Digital Marketing Science (capstone) <i>(MKT 3000, MKT 3200, + 3 other MKT credits)</i>	3 credits	spring

Classes/Credits Required:

Certificate:
7 classes; 21 total credits

Elective Courses	Credits	Offered
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The certificate requires **two of the following for at least 6 credits:**

MKT 3330	Marketing and Sales Metrics <i>(MKT 3000, Junior standing)</i>	3 credits	spring
MKT 3350	Social Selling <i>(Junior standing)</i>	3 credits	spring
MKT 4110	Brand Management <i>(MKT 3000, Junior standing)</i>	3 credits	fall
MKT 4300	Social Media Marketing <i>(MKT 3000, Junior standing)</i>	3 credits	fall/spring/summer
MKT 3980	Marketing Internship (must have digital marketing content) <i>(major or minor in MKT, Global Business or International Business, MKT 3000, Junior standing, 2.5 cumulative GPA, permission of instructor)</i>	1-6 credits	fall/spring/summer
CIS 2110	Structured Problem Solving <i>(CIS 2010)</i>	3 credits	fall/spring/summer
JMP 2450	Basic Media Production Leadership <i>(none)</i>	3 credits	see Journalism Dept.
CDES 2222	Fund. of Communication Design <i>(MKT 3000)</i>	3 credits	see Comm. Dept.
CDES 2602	Interface Design and Development <i>(MKT 3000)</i>	3 credits	see Comm. Dept.
CDES 3625	Narrative Design <i>(MKT 3000)</i>	3 credits	see Comm. Dept.

Contact:

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