

**Digital Marketing Specialist**

College Credit Certificate | Code: 65096 | 12 Credits

CIP:

Effective Term: Spring 2020 (2203)

The Digital Marketing Specialist Certificate is designed to prepare students to build and execute a digital marketing plan using digital tools to design, distribute, promote, and price a product or service. Graduates will understand how to connect with consumers using multiple digital platforms to create effective targeted promotional campaigns.

MAJOR COURSE REQUIREMENTS (12.00 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)