

**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)

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| 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) |