

Course Requirements:

A Digital Marketing Certificate requires students to take a total of seven courses. There is one required course (DMK205) and six electives as show below.

Digital Marketing Required Course

DMK 205 Digital Marketing

Digital Marketing Certificate Electives

Select six courses from the following:

DMK 230 Data Analysis, Metrics and Measurement of Digital Marketing
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DMK 305 Digital Advertising

DMK 315 Online Content Marketing and Consumer Behavior

DMK 330 Targeted Marketing and Social Optimization

DMK 340 Search Engine Optimization

DMK 401 Fundamentals of Web Design

DMK 420 Mobile Marketing

DMK 210 Viral Marketing and Digital Presence

DMK 301 Laws, Ethics and Social Responsibility in a Digital Age
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DMK 410 Global Strategies in Digital Marketing

DMK 405 Web 3.0 and Emerging Trends in Digital Marketing

DMK 428 Digital Marketing, Big Data and Web Analytics
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DMK 430 Cause Marketing

DMK 450 Digital Marketing Capstone
