

# Course Requirements:

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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

<b>DMK 205 Digital Marketing</b>
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## Digital Marketing Certificate Electives

Select six courses from the following:

<b>DMK 210 Viral Marketing and Digital Presence</b>
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<b>DMK 230 Data Analysis, Metrics and Measurement of Digital Marketing</b>
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<b>DMK 301 Laws, Ethics and Social Responsibility in a Digital Age</b>
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<b>DMK 305 Digital Advertising</b>
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<b>DMK 315 Online Content Marketing and Consumer Behavior</b>
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<b>DMK 330 Targeted Marketing and Social Optimization</b>
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<b>DMK 340 Search Engine Optimization</b>
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<b>DMK 350 Cause Marketing</b>
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<b>DMK 401 Fundamentals of Web Design</b>
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<b>DMK 405 Web 3.0 and Emerging Trends in Digital Marketing</b>
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<b>DMK 410 Global Strategies in Digital Marketing</b>
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<b>DMK 420 Mobile Marketing</b>
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<b>DMK 428 Digital Marketing, Big Data, and Web Analytics</b>
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<b>DMK 450 Digital Marketing Capstone</b>
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