

Course Requirements:

A Digital Marketing Certificate requires students to take a total of seven courses. There is one required course (DMK205W) and six electives as show below.

Digital Marketing Required Course

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| DMK 205W Digital Marketing |
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Digital Marketing Certificate Electives

Select six courses from the following:

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