

DIGITAL MARKETING - CERTIFICATE

The Business Administration program offers certificates within the Master of Business Administration (MBA) curriculum. Each certificate offers a comprehensive overview of graduate-level business management principles, combining foundational coursework in Strategic Management, Digital Marketing, Healthcare Management, and Data Analytics.

Digital Marketing Certificate

Code	Title	Credits
MBA 6000	Management Essentials ¹	3
or MBA 6400	Strategic Marketing-Building Value and Brand	
MBA 6850	Digital Strategy and Planning	3
MBA 7120	Search Engine Optimization and Marketing Analytics	3
MBA 7130	Insights Driven Marketing	3
Total Credits		12

¹ Students without previous business education will complete MBA 6000. Students with previous education will complete MBA 6400.