

DIGITAL MARKETING CERTIFICATE

This Certificate is offered in the College for Adults.

Curriculum

Code	Title	Credits
MKTG 2025	Digital Marketing Fundamentals	2
MKTG 2302	Introduction to Marketing	2
MKTG 2035	Social Media Marketing	2
MKTG 3320	Digital Interactive Marketing Strategy	2
MKTG 3355	Market Research and Analytics	2
MKTG 3342	Consumer Behavior and Experience	2
Total Credits		12