

DIGITAL MARKETING CERTIFICATE

Code	Title	Credits
MKTG 450	Marketing Management	3
MKTG 451	Introduction to Digital Marketing	3
MKTG 452	Social Media Marketing	3
MKTG 453	Digital Marketing Analytics	3
MKTG 454	Content Marketing	3
MKTG 456	Search Engine Optimization	3
*MKTG 301, "Principles of Marketing" is a prerequisite to the Certificate program.		
Total Credits		18