



### **Digital Marketing Specialist**

College Credit Certificate | Code: 65096 | 12 Credits

**CIP:**

**Effective Term: Spring 2020 (2203)**

The Digital Marketing Specialist Certificate is designed to prepare students to build and execute a digital marketing plan using digital tools to design, distribute, promote, and price a product or service. Graduates will understand how to connect with consumers using multiple digital platforms to create effective targeted promotional campaigns.

### **MAJOR COURSE REQUIREMENTS (12.00 Credits)**

MAR 1011	Principles of Marketing	(3 credits)
MAR 1720	Marketing in a Digital World	(3 credits)
MAR 2101	Social Media Marketing	(3 credits)
MAR 2704	Marketing Web Analytics	(3 credits)