



Certificate in Digital Marketing

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The Certificate in Digital Marketing familiarizes students with utilizing digital communication channels to attract and retain customers. Topics include Internet, mobile, and Short Message Service marketing vehicles as well as the application of the Four Ps of Marketing within the digital realm.

To earn the Certificate in Digital Marketing, students must complete 15 credit hours, as defined below, with a grade of “C” or better.

Course Number	Course Title	Course Description	Credits
BUS 201	Intro to Environment Business	Introduces the functional areas and fundamental terminology of business environments. Topics engage students in current small business events through information evaluation and problem solving to better comprehend the business world.	3
DMK 201	Digital Marketing	Examines the role of the Internet in marketing a business today, from product and pricing considerations to new distribution and promotional channels. Introduces the roles of digital media in creating a customer experience and facilitating business sales and advertising. Covers buying behavior of both Business-to-Consumer and Business-to-Business digital relationships. Discusses the steps of marketing planning for the digital realm and related marketing tactics.	3
DMK 203	Media Effectiveness and Measurement	Explores digital marketing methods including Web site development, ecommerce channels, email, social, online advertising and mobile platform communication campaigns. Students compare and contrast these methods with measurement techniques of other non-digital marketing efforts and understand key performance indicators for each channel. Students strategize profit models, cost/benefit analysis, return-on-investment measurement, brand influence, share of voice and consumer sentiment measurement.	3
DMK 301	Online Social Behavior and Persuasion	Examines the role of the Internet, email and mobile platforms in viral communications and the impact that role has on content creation and syndication, public relations, publicity and marketing communications. Identifies digital mores shaping one-to-one and one-to-many communications and the effect of those mores on demographic and psychographic segments globally. Students explore the creation and dissemination of content and materials via web-, social-, mobile- and email-media methods.	3
DMK 299	Digital Marketing	Integrates major concepts and skills within the Digital Marketing emphasis. Students explore digital marketing	3

	Project	principles in an existing enterprise or establishment.	
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Total Accounting Certificate - 15