

Digital Marketing Certificate

2019-2020

This certificate encompasses the spectrum of activities from viewing, clicking, sharing, liking a brand, mobile phone app, or tweet and much more. Learn digital marketing methods that involve interactive digital channels such as owned content, pop-up advertising, search engine optimization, and search engine marketing, messaging and social media.

	First Semester	
BMGT 117	Principles of Marketing	4
BMGT 244	Digital Marketing	2
INFO 174 or BOFF 220	Intro to Web Design: HTML/CSS or Graphic Editing and Illustration	3
	Communication Elective	3
	Total	12

	Second Semester	
BMGT 213	Principles of Advertising	3
BMGT 210	Content and Social Media Marketing	2
BOFF 222	Design for Blogging Platforms	3
	Math Elective	3
	Total	

Total Hours 26