

Digital and Social Media Marketing, Graduate Certificate

Program Description

The Graduate Certificate in Digital and Social Media Marketing is designed to provide a focused, intensive study of the applications of digital and social media marketing management within organizations. Topics include web analytics, search engine optimization, paid search techniques, user experience, social media applications and best practices, content management and creation, video production and podcasting. Based on course selection, they can further their knowledge in CRM techniques including Salesforce and Hubspot as well as LinkedIn B2B marketing strategies or advanced Facebook advertising. This certificate is suitable for those seeking their MBA or those with an undergraduate degree who are working professionals seeking to gain experience in this exciting and complex field.

All 12 credit hours taken as part of this certificate transfer to the MBA degree program.

Admission Requirements

Applicants must meet general University of Missouri-St. Louis Graduate School admissions requirements.

Certificate Requirements

~~To obtain the certificate, students must complete the following 4 "foundation" marketing courses, the "research and analytics" course and the "special seminar" course for a total of 18 credits:~~

All course prerequisites and all course waivers are applicable. Substitute courses may be approved by the appropriate department chairperson and the Director of Graduate Business Programs.

Marketing Foundation Required Courses:

MKTG 5700	Contemporary Marketing	3
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MKTG 5721	Digital Marketing Strategies and Measurement	3
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MKTG 5722	Social Media Marketing Strategy	3
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MKTG 5730	Clinical Study in Digital and Social Media Marketing	3
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Research and Analytics Course:

MKTG 5710	Consumer Motivation and	3
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Seminar Course:

MKTG 5731	Special Seminars in Digital and Social Media Marketing	3
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Electives

Choose one of the following courses:	3
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MKTG 5700	Contemporary Marketing
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MKTG 5710	Consumer Motivation and
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MKTG 5733	Customer Relationship
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Total Hours	18 12
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Rationale	The redesigned Graduate Certificate in Digital and Social Media Marketing has a stronger focus on the latest digital and social media techniques required for today's marketers. The four-course 12-credit hour structure makes the new certificate more affordable and accessible to students, and being competitive in the graduate certificate market.
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