

New Program

Graduate Certificate in Digital and Social Media Marketing

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The Graduate Certificate in Digital and Social Media Marketing is an **18-hour** program designed to provide a focused, intensive study of the applications of digital and social media marketing management within organizations. This program serves marketing managers wanting to understand a true integrated marketing approach to sales, brand management, promotion, and consumer behavior.

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:

Marketing Foundation Courses:		
MKTG 5700	Contemporary Marketing Concepts	3
MKTG 5721	Digital Marketing Strategy and Measurement ¹	3
MKTG 5722	Social Media Marketing Strategy ¹	3
MKTG 5730	Clinical Study in Digital and Social Media Marketing	3
Research and Analytics Course:		
MKTG 5710	Consumer Motivation And Behavior	3
Seminar Course:		
MKTG 5731	Special Seminars in Digital and Social Media Marketing ¹	3
Total Hours		18

¹ **Course pending Faculty Senate Approval.**

Sign-offs from other departments affected by this proposal

None

Rationale

To enhance the marketing curriculum with cutting edge digital and social media marketing courses.