



The **Graduate Certificate** in

# Digital and Social Media Marketing

## Expand your digital footprint.

The ever-growing and dynamic environment of digital marketing makes it one of the most exciting fields in business today. Using the internet to market products and services is vital to succeed in the modern marketplace. In order to develop effective marketing campaigns, today's digital marketing professionals must understand when and how to use organic or paid search; social media; display, audio or video advertising; CRM and emails. They must also create digital content across platforms to engage and convert customers where they are. Whether you're a recent business graduate seeking advanced training in digital and social media, or a mid-level marketer being asked to take responsibility for digital and social media campaigns, this program provides the skills, training and knowledge that are needed to be competitive in the workforce.

Employed in nearly every industry, digital marketers and social media managers are needed to effectively communicate the value of products and services to consumers in order to drive sales. According to the U.S. Bureau of Labor Statistics, employment of advertising, promotions, and marketing managers is projected to grow eight percent from 2018 to 2028, and *U.S. News & World Report* listed Marketing Manager as one of the best-paying jobs of 2020.

## The Graduate Certificate in Digital and Social Media Marketing

The Graduate Certificate in Digital and Social Media Marketing is a 12-credit-hour program that can be completed in as few as two semesters (taking 6 credit hours per semester) or up to four semesters (taking 3 credit hours per semester). The program is designed for early- to mid-level marketing managers who want to boost their knowledge and enhance their career opportunities.

Throughout the program, students will learn the latest skills in digital and social media from concepts to applications. Students will learn to use CRM technology in addition to Hubspot, Salesforce, Google Analytics, SEO, SEM (paid search), advanced Facebook advertising and video production from faculty who are practitioners with real world experience.

## Four Required Classes:

**MKTG 5721:** Digital Marketing Strategies

**MKTG 5722:** Social Media Marketing Strategies

**MKTG 5731:** Special Seminars in Digital and Social Media Marketing

## Choose One of the Following Courses:

**MKTG 5700:** Contemporary Marketing Concepts

**MKTG 5710:** Consumer Behavior

**MKTG 5733:** Customer Relationship Marketing

## Serious Education. Serious Value.

The Graduate Certificate in Digital and Social Media Marketing at UMSL is earned through our internationally recognized College of Business Administration, ranked among the top two percent of business schools in the world thanks to dual AACSB accreditation in business and accounting.

Our innovative certificate programs are designed to provide specialized knowledge, skills and training in a flexible format, and in a short amount of time. Completing a certificate program can help set you apart, sharpen your competitive edge, boost your earning power and advance in your profession.

You'll learn from highly qualified educators and researchers who hold terminal degrees from some of the world's most prestigious academic institutions. They're not only academics, but business practitioners and active consultants who bridge the classroom with the real world.

The University of Missouri–St. Louis provides the knowledge, resources, tools, skills and support students need to be successful in our programs. Designed to accommodate busy adults, the flexibility of this program enables students to boost their credentials while balancing work, family and school life. UMSL is committed to increasing access to higher education, and as such, is consistently ranked number one in affordability in the St. Louis region.

**Learn more at [mba.umsl.edu](https://mba.umsl.edu)**

## Career Opportunities

Community Manager

Public Relations Specialist

Content Writer

Advertising/Digital Advertising Manager

Advertising Media Planner/Buyer

Social Media Marketing Manager

CRM Specialist

Email Marketing Manager

Content Creation Specialist

Digital Media Marketing Manager

### College of Business Administration Graduate Business Programs

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### Office of Graduate Admissions

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[umsl.edu/admissions](https://umsl.edu/admissions)



The University of Missouri–St. Louis is the largest public research university located in Missouri's most populous and economically important region. UMSL provides high-quality, affordable education to one of the most diverse student bodies in the state. No university is better connected to the surrounding region than UMSL. Enterprises will always need to communicate with customers, and UMSL is prepared to meet that need. Choose the University of Missouri–St. Louis for digital and social media marketing.

# CHOOSE UMSL