

Graduate Certificate Digital & Social Media Marketing

Program Requirements:

A minimum of 12 credit hours are required for the degree program.

- 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.

Application Requirements:

1. [Online Graduate Application](#)
2. Statement of Purpose: A 1-2 page essay explaining your interest in the program and why you are a strong candidate.
3. Official transcripts from all universities attended. A Bachelor's degree is required.
4. Entrance examinations:
 - a. International Students must document English proficiency by providing scores from an internationally accepted standardized examination. See [International Admissions](#) for more information.
5. **Minimum GPA of 3.0 on 4.0 scale**
6. Letters of Recommendation: 2 letters of recommendation are required from individuals who can evaluate your recent academic performance.

Application Deadlines:

Domestic Applicants: Fall - July 1 ◊ Spring - December 1 ◊ Summer - May 1

Applications are processed as they are submitted. However, applications that are not received by the posted date may delay admission until the following semester.

Application Fees:

\$50 for domestic applicants

\$40 for international applicants

Graduate Program Director:

Contact Dr. Francesca Ferrari by email at ferrarif@umsl.edu or by phone (314) 516-7201

Advising

Contact College of Business by email at mba@umsl.edu or by phone (314) 516-5885