

DIGITAL MARKETING CERTIFICATE

Post-secondary Certificate - Digital Marketing

College of Business

Degree Specific Credits: 24

Required Cumulative GPA: 3.0

Catalog Year: 2018-2019

Notes:

- All students pursuing a Digital Marketing Certificate must also complete the degree requirements for one of the Business majors.
- The 3.0 GPA requirement pertains specifically to the 24 credits listed below, not a student's cumulative GPA.
- Please meet with a Digital Marketing Certificate advisor for assistance (see COB Advising for list of advisors by major).

Summary

Code	Title	Hours
	Digital Marketing Certificate Requirements	21
	Digital Marketing Certificate Electives	3
	Total Hours	24

Digital Marketing Certificate Requirements

Code	Title	Hours
Complete all of the following courses:		
BMIS 372	Information Infrastructures	3
BMIS 373	Business System Analy & Design	3
BMIS 478	E Commerce a Managerl Prspctv	3
BMKT 342	Marketing Research	3
BMKT 343	Integrated Marketing Comm	3
BMKT 420	Integrated Online Marketing	3
BMKT 460	Mktg Hi-Tech Prod & Innov	3
	Total Hours	21

Minimum Required Grade: C-

Digital Marketing Certificate Electives

Code	Title	Hours
Complete three credits from the following courses:		
BMIS 326	Introduction to Data Analytics	3
BMIS 365	Business App Development	
BMIS 479	Introduction to Consulting	
FORS 250	Intro to GIS for Forest Mgt	
GPHY 284	Intro to GIS and Cartography	
MART 101L	Intro to Media Arts	

MART 112A	Introduction to Film Editing	
MART 102	Digital Technology in the Arts	
MART 111A	Intro to Photoshop	
MART 341	Intro to Web Design	
Total Hours		3

Minimum Required Grade: C-