

Digital Marketing Analytics Certificate

Program requirements

Admission

Admission to the Digital Marketing Analytics Certificate requires:

- A baccalaureate degree from an accredited institution
- An overall undergraduate GPA on required transcripts of at least a 3.0 on a 4.0 scale

Curriculum

Code	Title	Credits
DMK 700	SEO and Digital Marketing Research	3
DMK 705	Customer Data Analysis and Decisions	3
DMK 710	Digital Marketing Technologies	3
Total Credits		9

Students must earn a minimum 3.00 cumulative GPA in the certificate's coursework.