

Digital Marketing Management Certificate

Program requirements

Admission

Admission to the Digital Marketing Management 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 730	Legal and Ethical Considerations in Digital Marketing	3
DMK 735	Digital Marketing Strategy and Tactics	3
DMK 740	Digital Marketing Management	3
Total Credits		9

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