

# MKT - Digital Marketing Graduate Program

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Digital Marketing Graduate Program

Program Director: Ken Graham

3101 Wittich Hall; 608.785.8097

Email: kgraham2@uwlax.edu

[www.uwlax.edu/marketing/](http://www.uwlax.edu/marketing/) (<https://www.uwlax.edu/marketing/>)

## A collaborative program

The certificates in the Digital Marketing Graduate Program are flexible **online** programs offered jointly by UW-Parkside and UW-La Crosse, with administrative assistance from UW-Extended Campus. Each certificate consists of three courses for a total of nine credits.

## Digital marketing management certificate

The Digital Marketing Management Certificate Program is beneficial for professionals seeking to advance in strategic management and leadership roles with its emphasis on digital marketing strategy and tactics, project management, leadership skills, and legal and ethical considerations in digital marketing.

## Digital marketing analytics certificate

The Digital Marketing Analytics Certificate Program is beneficial for managers seeking to deepen their digital marketing analytics knowledge and skills with its emphasis on digital marketing research practices, digital data collection and management, data analytics and decision-making tools and techniques, and digital marketing technologies.

## Program length

The graduate certificates in Digital Marketing are typically one-year programs. The program length is based on how long the required UWL coursework would take to complete for a part-time student, taking one course per term. Program length may be shortened if students take more than one course in a term.

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## Certificates

- Digital marketing analytics certificate (<http://catalog.uwlax.edu/graduate/programrequirements/digitalmarketing/digital-marketing-analytics-certificate/>)
  - Digital marketing management certificate (<http://catalog.uwlax.edu/graduate/programrequirements/digitalmarketing/digital-marketing-management-certificate/>)
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## Courses

DMK 700 Cr.3

### SEO and Digital Marketing Research

This course covers state-of-the-art tools and techniques for search engine optimization (SEO) including search engine algorithms, keyword research, on-page/technical SEO, schema, off-page/link-building, local SEO, voice search, domain authority, key performance indicators (KPIs), dashboards, position tracking, content-channel matrix, user experience (UX), third-party SEO tools, SEO ethics/best practices, SEO vs. pay per click (PPC), and SEO trends. Prerequisite: admission to graduate Digital Marketing Program. Offered Fall, Spring, Summer.

DMK 705 Cr.3

### Customer Data Analysis and Decisions

This course covers cross-functional Customer Relationship Management (CRM) data analysis topics including marketing funnel; brand strategy; personas; building and managing customer lists/ data scraping (lead generation); privacy considerations; Salesforce; Hubspot; automation; data analysis; customer segmentation; marketing communications; association rules; sentiment analysis; campaign metrics and strategies; web analytics; and key performance indicators (KPIs). Prerequisite: admission to graduate Digital Marketing Program. Offered Fall, Spring, Summer.

DMK 710 Cr.3

### Digital Marketing Technologies

This course covers industry-leading technologies for digital marketing including visualization, social media management, email marketing, and analytics tools. Platforms and tools may include Tableau, R, R-shiny, Salesforce, Marketo, Google Data Studio, Google Analytics, Google Tag Manager, Zoho, Hubspot, and Zapier. Prerequisite: admission to graduate Digital Marketing Program. Offered Fall, Spring, Summer.

DMK 730 Cr.3

### Legal and Ethical Considerations in Digital Marketing

This course explores the legal and ethical considerations in digital marketing. Topics include data collection, data sharing, security and privacy, intellectual property, copyrights, trademarks, licensing, non-disclosure agreements, contracting, obligations and liabilities, accessibility, international considerations, diversity, equity, inclusion, business ethics, and changing industry regulations. Prerequisite: admission to graduate Digital Marketing Program. Offered Fall, Spring, Summer.

DMK 735 Cr.3

### Digital Marketing Strategy and Tactics

This course explores omni-channel digital marketing and brand strategy, channels, platforms, and tactics used in today's marketplace. Students develop a deep understanding of their organization or client, competitors, and their target customers. Students create an integrated digital marketing strategy - from concept to completion - to meet organizational objectives. Prerequisite: admission to graduate Digital Marketing Program. Offered Fall, Spring, Summer.

DMK 740 Cr.3

### Digital Marketing Management

This course explores digital marketing management and focuses on building and leading diverse project teams with internal and external stakeholders. Students develop and use project management skills and applications; effectively manage financial and human resources; and evaluate, optimize, and report on digital marketing plan performance to achieve organizational objectives. Prerequisite: admission to graduate Digital Marketing Program. Offered Fall, Spring, Summer.