

# Digital Marketing Analytics Certificate

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## 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
<b>Total Credits</b>		<b>9</b>

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