

# CERTIFICATE - DIGITAL AND SOCIAL MEDIA MARKETING

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The Certificate in Digital and Social Media Marketing provides students with knowledge of the online and social media marketplace and how to strategically leverage it for business success. Students learn the fundamentals of online marketing, how to develop and gain online consumer insight, and apply that knowledge to develop marketing messages. Project-based coursework includes producing digital content and deliverables using a simulation that allows students to gain hands-on experience in e-marketing. Students learn principles of inbound marketing, organic search engine marketing, website promotion, online advertising, and analytics and conversation tracking. Students develop and execute an actionable plan for digital marketing of businesses as well as personal brands. This certificate is designed for students from any major that want to complement their skill set as well as working professionals in the field of advertising, public relations, marketing, and small business.

After completing the Digital & Social Media Marketing certificate students will be able to:

1. Students will be able to identify current digital marketing tools and technology to create successful marketing plans.
2. Students will be able to plan an effective social media campaign.

## Required Courses

MK 211	Search Engine Marketing	
MK 220	Marketing Fundamentals	3
MK 228	Digital Marketing Principles and Strategies	3
MK 322	Social Media Marketing	3
Please Choose One of the Following:		3
IT 202	Web Design for Non-Majors	
IT 207	Web Design I	
<b>Total Hours</b>		<b>12</b>

\* A minimum grade of C+ must be earned for all courses in the Digital and Social Media Marketing Certificate