

E-MARKETING CERTIFICATE

Program Description

The E-Marketing Certificate is designed to master the essential disciplines in digital, social, and mobile marketing, including search engine optimization (SEO), social media, pay-per-click (PPC), conversion optimization, web analytics, content marketing, email and mobile marketing. E-marketing is one of the world's fastest growing disciplines, and this certification will raise students value in the marketplace and prepare students for a career in e-marketing.

The E-Marketing Certificate is a 9-credit program that encompasses a mix of courses relating to Digital, Social, and Mobile marketing.

Program Learning Outcomes

- Decision Making – Research, synthesize, analyze and accurately interpret quantitative and qualitative information to drive effective marketing decision-making.
- Marketing Technology – Use technology to assist with the synthesis and analysis of data, oral and written communications, and group collaboration.
- Communication – Communicate effectively, orally and in writing, marketing observations, findings, research, and recommendations to a large audience.

Requirements

Code	Title	Hours
Department Requirements		
MRKT 383	Digital Marketing	3
MRKT 384	Social Media Marketing	3
MRKT 386	Mobile Marketing	3
Total Hours		9

A minimum of 9 credits must be earned for graduation with a cumulative gpa of 2.00 or higher.