

# MARKETING & DIGITAL STRATEGIES CERTIFICATE

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This certificate will align with the University's mission of offering women the opportunity to build and strengthen their technological, analytical, and oral and written communication skills through this integrated curriculum.

Requirements for the Marketing & Digital Strategies Certificate are as follows:

<b>Code</b>	<b>Title</b>	<b>Hours</b>
BUS 245	Social Media Marketing for Business with Professional Certification	3
BUS 317	Career Academy: Google Digital Marketing & E-Commerce - Part I	3
BUS 318	Career Academy: Google Digital Marketing & E-Commerce - Part II	3
BUS 342	Branding	3
BUS 460	Integrated Marketing Communications	3
<b>Total Credits Required:</b>		<b>15</b>