

DIGITAL MARKETING MANAGEMENT CERTIFICATE

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.

Students are required to earn the following 15 credits to satisfy the requirements for the certificate:

Code	Title	Hours
BUS 245	Social Media for Business	3
BUS 260	Integrated Marketing Communication	3
BUS 342	Branding	3
BUS 404	Digital Marketing Management	3
BUS 426	Applied Digital Marketing Campaign	3
Total Credits Required:		15