DIGITAL MARKETING CERTIFICATE

Post-secondary Certificate - Digital Marketing

Summary

Code	Title	Hours
Digital Marketing Certificate Requirements		18
Digital Marketing Certificate Electives		3
Total Hours		**21**

Degree Specific Credits: 21

Required Cumulative GPA: 3.0

Notes:

- All students pursuing a Digital Marketing Certificate must also complete the degree requirements for one of the Business majors.
- The 3.0 GPA requirement pertains specifically to the 21 credits listed below, not a student's cumulative GPA.
- Please meet with a Digital Marketing Certificate advisor for assistance (see COB Advising for list of advisors by major).

Digital Marketing Certificate Requirements

Code	Title	Hours
Complete all of the following courses:		
BMIS 326	Introduction to Data Analytics	3
BMIS 373	Business System Analysis & Design	3
BMIS 478	E Commerce: a Managerial Perspective	3
BMKT 342	Marketing Research	3
BMKT 420	Integrated Online Marketing	3
BMKT 460	Marketing Hi-Tech Production and Innovation	3
Total Hours		**18**

Minimum Required Grade: C-

Digital Marketing Certificate Electives

Code	Title	Hours
Complete three credits from the following courses:		**3**
BMIS 365	Business App Development	
BMIS 472	Advanced Network & Security Management	
BMIS 479	Introduction to Consulting	
BMKT 482	Telling Stories with Data	
CSCI 340	Database Design	
FORS 250	Intro to GIS for Forest Mgt	
GPHY 284	Intro to GIS and Cartography	
MART 101L	Intro to Media Arts	
MART 112A	Introduction to Film Editing	
MART 341	Intro to Web Design	
Total Hours		**3**

Minimum Required Grade: C-