

Digital Marketing – Certificate (DMKT.CERT)

Digital marketers communicate with the public through platforms that promote content engagement and sharing online. They use business acumen, creativity, communication, and technology skills to create digital marketing campaigns. Content is posted – such as images, text, and videos – to spark interest in a topic, build a brand and engage with the target market. Digital marketers may interact with the public in real-time, mediate criticism and share positive engagements. They track the effectiveness of communication strategies by setting digital campaign goals for Internet traffic and then measuring success against those goals.

Minimum credits: 27

Minimum cumulative GPA: 2.0

Minimum grade in all courses: 2.0

Minimum Jackson College credits: 7

MARKETING CORE REQUIREMENTS (24 CREDITS)

Take the following:

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| BUA | 100 | Contemporary Business |
| BUA | 130 | Customer Service |
| BUA | 230 | Principles of Marketing |
| BUA | 231 | Advertising, Promotion & Public Relations |
| CIS | 126 | Digital Design Fundamentals |
| CIS | 133 | Brand Identity Design |
| CIS | 135 | OS Web Design |
| ECM | 105 | Social Media Content Creation |
| ECM | 201 | Advanced Information Technology |
| ECM | 218 | AI in Marketing |
| ECM | 220 | eBusiness: SEO / Management / Measurement |