

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:

BUA	100	Contemporary Business
BUA	130	Customer Service
BUA	230	Principles of Marketing
BUA	231	Advertising, Promotion & Public Relations
CIS	126	Digital Design Fundamentals
ECM	112	UX, Web & Content Creation Strategies
ECM	201	Advanced Information Technology
ECM	218	AI in Marketing
ECM	220	eBusiness: SEO / Management / Measurement