



2023-2024 Certificate

Certificate: DIGITAL MARKETING – SOCIAL MEDIA (90-104-11)

Credits: 6 Credits

Related Program: Marketing

Description: This certificate introduces Digital Marketing and Social Media Strategies in today’s world. Instructors will familiarize students with methods, concepts, and projects used in digital marketing and social media.

The sequence shown is the recommended path to completion. Courses will be scheduled in the terms indicated here.
All courses should be taken in the order shown to help you stay on track and graduate according to your academic plan.
Courses in this program may be offered in a variety or combination of formats (for example: in-person, video conferencing, online, etc.).

REQUIRED COURSES

NOTE: Requisites (prereq- before/ coreq-with)
O = Online, F=Fall, S=Spring

✓	Term One	Cr.	Prerequisite	Corequisite	O
	104-133 Social Media Strategies	3			F/S
	104-137 Digital Marketing	3			F/S
	Total Credits	6			

NOTE: Students must complete a certificate program with a minimum of a 2.0 Program GPA.