

DIGITAL MARKETING (POST BACCALAUREATE) WORKPLACE CERTIFICATE

Code	Title	Hours
Required		
MKTG 3280	Internet Marketing	3
MKTG 3260	Mobile Marketing	3
EBUS 4150	Social Media Marketing	3
Electives		
Select two of the following:		6
BUAD 3010	Principles Of Marketing ¹	
EBUS 4040	Digital Business Intelligence	
MKTG 3690	Principles Of Marketing Communications	
MKTG 3850	Buyer Behavior And Relationship Marketing	
MKTG 4980	Special Topics	
Total Hours		15

¹ Required if student has not taken Marketing Principles.