

Digital Marketing Management

Graduate Certificate 18 Credit Hours

This program is offered by the George Herbert Walker School of Business & Technology. It is available online, at the St. Louis home campus.

For information on the general requirements for a certificate, see Certificate Program Policies and Procedures under the Academic Policies section of this catalog.

Program Description

The graduate certificate in digital marketing management is for students who have a background in marketing and are interested in obtaining specific expertise in the growing field of digital marketing. Students will be equipped with the critical skills to be proficient in executing effective digital marketing strategy.

Learning Outcomes

Students will be able to:

- Create digital marketing strategies that align with larger marketing objectives.
- Critically analyze the appropriateness of each of the major digital marketing channels (i.e. paid, organic, affiliate, social, email and mobile applications etc.) against marketing strategies.
- Develop, evaluate and execute a comprehensive digital marketing strategy and plan.
- Measure and evaluate digital marketing efforts.
- Describe the latest digital marketing technologies.
- Articulate the ethical impact of digital marketing efforts.

Requirements

The 18 hours required for this certificate include the following courses:

- MDST 4110 Digital Media and Culture (3 hours)
- MRKT 5720 Promotional Management (3 hours)
- MRKT 5740 Management of Digital Marketing (3 hours)
- MRKT 5895 Marketing Analytics (3 hours)
- MRKT 5750 Management of Social Media (3 hours)
- MRKT 5790 Digital Marketing Strategy (3 hours)

Note: Courses listed above may require additional prerequisites.

Admission

See the Admission section of this catalog for general admission requirements. Students interested in applying must submit their application online at www.webster.edu/ apply. Transcripts should be sent from your institution electronically to transcripts@webster.edu. If this service is not available, send transcripts to:

Office of Admission
Webster University
470 E. Lockwood Ave.
St. Louis, MO 63119