



## Degree Plan

### Graduate Certificate Digital Marketing Management 18 credit hours

Student: \_\_\_\_\_

Student ID: \_\_\_\_\_

Email: \_\_\_\_\_

Beginning Term: \_\_\_\_\_

Goal to Graduate by: \_\_\_\_\_

Academic Advisor: \_\_\_\_\_

#### Core courses (18 hours)

Course	Hrs	Term	Yr.	Pre-requisite
MDST 4110 Digital Media and Culture (3 hours)	3sh	--		
MRKT 5720 Promotional Management (3 hours)	3sh	--		MRKT 5000
MRKT 5740 Management of Digital Marketing	3sh	--		MRKT 5000
MRKT 5895 Marketing Analytics	3sh	--		MRKT 5000 BUSN 5760 OR MRKT 5890
MRKT 5750 Management of Social Media	3sh	--		MRKT 5000 MRKT 5740
MRKT 5790 Digital Marketing Strategy	3sh	--		MRKT 5740 MRKT 5750 MRKT 5895