

# Certificate in Digital Marketing and Social Media

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12 units

Certificates are designed for current students who want a specialization, and for working professionals who want to grow in their field or change career paths. Certificates are great résumé builders, provide increased marketability, verify competence to potential employers, and provide practical learning that can be translated directly into workplace application. Certificate programs also provide the knowledge you need to in order to transform your career in less time than many traditional postgraduate and professional degree programs, and do not require any prerequisite work.

The Certificate in Digital Marketing and Social Media provides a foundation of marketing principles and consumer behavior with emphasis on digital and social media marketing. Coursework helps students develop the skills necessary to create and manage digital advertising and social media campaigns and measure their results. Students also learn to create and build a social media presence through brand identity and engaging content communication.

## Credentials and Microcredentials

Today, employers are looking for new hires with technical skills in digital marketing and social media. This certificate program gives students the opportunity to earn industry-valued, internationally recognized credentials and microcredentials such as HootSuite, Google Digital Garage, and Sales Force that can be added to résumés and uploaded to online portfolios, certifying and showcasing their mastery of these skills and abilities to potential employers.

## Career Opportunities

Job growth for digital marketing and social media professionals is projected to continue rising, so this high-stakes field also commands high salaries. This certificate prepares students for a wide variety of these jobs, so whether you want to launch a new career or advance to the next level of your current path, this program can get you there.

## Requirements

Code	Title	Units
MKTG 260 or PRBA 260	Principles of Marketing <sup>1</sup> Marketing Principles	3
MKTG 262	Consumer Behavior: An Applied Approach <sup>2</sup>	3
MKTG 361	Advertising and Integrated Marketing Communications	3
MKTG 466	Digital and Social Media Marketing	3
<b>Total Units</b>		<b>12</b>

<sup>1</sup> Meets the General Education requirement for Intercultural Competence.

<sup>2</sup> Meets the General Education requirement for Civic Knowledge & Engagement.

## Program Learning Outcomes

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Students who successfully complete this program shall be able to:

1. Leverage the latest digital tools and technologies to target consumer audiences and create brand loyalty while promoting products and services to consumers.