

# Course Requirements:

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A Digital Marketing Certificate requires students to take a total of seven courses. There is one required course (DMK205W) and six electives as show below.

## Digital Marketing Required Course

<b>DMK 205W Digital Marketing</b>
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## Digital Marketing Certificate Electives

Select six courses from the following:

<b>DMK 210W Viral Marketing and Digital Presence</b>
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<b>DMK 230W Data Analysis, Metrics and Measurement of Digital Marketing</b>
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<b>DMK 301W Laws, Ethics and Social Responsibility in a Digital Age</b>
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<b>DMK 305W Digital Advertising</b>
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<b>DMK 315W Online Content Marketing and Consumer Behavior</b>
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<b>DMK 330W Targeted Marketing and Social Optimization</b>
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<b>DMK 340W Search Engine Optimization</b>
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<b>DMK 350W Cause Marketing</b>
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<b>DMK 401W Fundamentals of Web Design</b>
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<b>DMK 405W Web 3.0 and Emerging Trends in Digital Marketing</b>
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<b>DMK 410W Global Strategies in Digital Marketing</b>
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<b>DMK 420W Mobile Marketing</b>
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<b>DMK 428W Digital Marketing, Big Data, and Web Analytics</b>
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<b>DMK 450W Digital Marketing Capstone</b>
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