

DIGITAL MARKETING CERTIFICATE

2021-2022 Catalog

Name: _____

Bear Number: _____

Date: _____

Advisor: _____

This four course Digital Marketing certificate program is for students interested in acquiring the latest knowledge, skills, and tools in areas of digital marketing such as e-commerce, user experience, design, basic web development, social media management, digital advertising, search engine marketing, and content creation.

Digital Marketing Certificate Course Requirements 12 Semester Credit Hours				
To graduate with a Digital Marketing Certificate, a student must attain at least a 2.0 or greater cumulative Business GPA and at least a "C-" grade in each individual course required for the Digital Marketing Certificate.				
Required Courses: 6 semester credit hours Take all courses in the following list. A grade of "C-" or better is required in each course.				
Pref/Num	Course Title	Sem. Hrs.	Prerequisite(s) ¹	
BAMK 360	Marketing	3	45 completed credits	
BAMK 371	Digital Marketing	3	BAMK 360 Marketing with minimum grade "C-" Juniors and above	
Elective Courses: 6 semester credit hours Take four courses from the following list. A grade of "C-" or better is required in each course.				
Pref/Num	Course Title	Sem. Hrs.	Prerequisite(s) ¹	
BACS 200	Web Design and Development for Small Business	3	None	
BACS 383	Designing User Experience	3	BACS 200 with minimum grade "C-" BACS 287 OR CS 200 with minimum grade "C-" Juniors and above	
BAMK 365	Advertising and Promotion	3	BAMK 360 with minimum grade "C-" Juniors and above	
BAMK 478	Social Media Marketing	3	BAMK 360 with minimum grade "C-" Juniors and above	
BAMK 494	Seminar in Digital Marketing*	3	BAMK 360 with minimum grade "C-" Juniors and above	

¹The Monfort College of Business monitors course prerequisites. Course prerequisites may be adjusted each new catalog year.

*BAMK 494 is repeatable under different subtitles for a maximum of 6 credit hours.

NOTES: Students may transfer a maximum of 3 semester credits (courses with a "BA" prefix) toward the minor from other institutions.

A maximum of 12 credit hours of coursework can be shared between a major and a minor.