

DIGITAL MARKETING CERTIFICATE

2022-2023 Catalog

Name: _____

Bear Number: _____

Date: _____

Advisor: _____

The 12-hour Digital Marketing certificate 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 two 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
	ART 473 or ART 469	Brand Identity Design or Interactive Design	3	None
	BACS 200	Web Design and Development for Small Business	3	None
	BACS 383	Designing User Experience (FALL ONLY)	3	Juniors and above
	BAMK 365	Advertising and Promotion (FALL ONLY)	3	BAMK 360 with minimum grade "C-" Juniors and above
	BAMK 444	Web and Digital Ad Analytics (FALL ONLY)	3	BAMK 360 with minimum grade "C-" Juniors and above
	BAMK 478 or JMS 415	Social Media Marketing (SPRING ONLY) Social Media Campaigns	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

NOTES:

- The Monfort College of Business monitors course prerequisites. Course prerequisites may be adjusted each new catalog year.
- Student may take either ART 469 or ART 473, not both.
- Student may take either BAMK 478 or JMS 415, not both.
- BAMK 494 may be repeatable under different subtitles up to 6 credit hours.
- Students may transfer a maximum of 3 semester credits toward the minor from other institutions.
- Students must receive a "C-" or better in each course.