Digital Marketing, Certificate of Proficiency

The Certificate of Proficiency in Digital Marketing includes courses that teach social media marketing, digital advertising, web anaylics, content and email marketing, and conversion optimization. Certification signals digital marketing capability to current employers. The certificate provides an opportunity for professionals to retool and stay current with ever-changing industry trends.

Program Requirements

Code	Title	Credit Hours
Total Credit Hours		**18**
Discipline Core Requirements		
MGMT 2400	Data Analytics for Business [1]	3
MKTG 3600	Principles of Marketing	3
MKTG 3660	Digital Marketing	3
MKTG 3170	Digital Advertising	3
MKTG 3680	Marketing with Social Media	3
MKTG 3690	Digital Marketing Analytics	3

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Can be taken simultaneously with MKTG 3600.

Graduation Requirements

1. Completion of a minimum of 18 semester credits.
2. Overall grade point average of 2.0 (C-) or above.
3. Residency hours-- minimum of 3 credit hours through course attendance at UVU.

Graduation Plan

This graduation plan is a sample plan and is intended to be a guide. Your specific plan may differ based on your Math and English placement and/or transfer credits applied. You are encouraged to meet with an advisor and set up an individualized graduation plan in Wolverine Track (http://www.uvu.edu/wolverinetrack/).

First Year		
Semester 1		**Credit Hours**
MGMT 2400	Data Analytics for Business	3
MKTG 3600	Principles of Marketing	3
	Credit Hours	**6**
Semester 2		
MKTG 3660	Digital Marketing	3
MKTG 3680	Marketing with Social Media	3
	Credit Hours	**6**
Second Year		
Semester 3		
MKTG 3170	Digital Advertising	3
MKTG 3690	Digital Marketing Analytics	3
	Credit Hours	**6**
	Total Credit Hours	**18**

Program Learning Outcomes

1. Analyze quantitatively and qualitatively market conditions to gain insights that inform marketing strategy and campaigns.
2. Develop effective marketing plans and campaigns that account for customer differences and preferences, competition, and the impact of other important market factors.
3. Create digital marketing campaigns with appropriate use of digital advertising, social media, and web analytics.