

# DIGITAL MARKETING AND ARTIFICIAL INTELLIGENCE CERTIFICATE REQUIREMENTS

The Graduate Certification in Digital Marketing and Artificial Intelligence is designed to allow professionals with a bachelor's degree to acquire knowledge, experience, and a solid foundation in managing a digital marketing and artificial intelligence strategy.

## Admission Requirements

1. A baccalaureate or higher degree from a regionally accredited institution.
2. One of the following:
  - a. At least a 2.75 overall grade point average in the undergraduate degree program.
  - b. At least a 2.90 grade point average in the last half of the undergraduate degree program.
  - c. A master's degree or higher from an institution regionally accredited at the corresponding graduate level.
  - d. At least 12 units of graduate work completed on a regular grade basis at UW-Whitewater.

## Certificate Requirements:

Code	Title	Units
<b>Certificate Requirements - 14 units</b>		
MARKETNG 747	MARKETING STRATEGY	2
MARKETNG 751	CONSUMER INSIGHT & CUSTOMER EXPERIENCE	3
MARKETNG 772	DIGITAL MARKETING	3
MARKETNG 777	ARTIFICIAL INTELLIGENCE IN MARKETING	3
<b>Select one from:</b>		<b>3</b>
ITSCM 774	DATA ANALYTICS AND BUSINESS INTELLIGENCE	
ITSCM 779	VISUAL ANALYTICS FOR BUSINESS	
<b>Total Units</b>		<b>14</b>