

DIGITAL MARKETING CERTIFICATE REQUIREMENTS

Code	Title	Units
Certificate Requirements - 12 units ¹		
MARKETNG 211	PRINCIPLES OF MARKETING	3
MARKETNG 351	INTRODUCTION TO DIGITAL MARKETING	3
MARKETNG 353	ADVANCED DIGITAL MARKETING AND ARTIFICIAL INTELLIGENCE	3
Select 3 units:		3
ITSCM 285	AI-POWERED WEB DESIGN	
MARKETNG 210	MARKETING FOR INFLUENCERS AND CREATORS	
MARKETNG 352	SOCIAL MEDIA AND CONTENT MARKETING	
MARKETNG 444	OMNICHANNEL MARKETING	
MARKETNG 445	MARKETING ANALYTICS AND ARTIFICIAL INTELLIGENCE	
MARKETNG 493	INTERNSHIP IN MARKETING	
MARKETNG 498	INDEPENDENT STUDY IN MARKETING	
Total Units		12

¹ Minimum 2.00 GPA in the certificate required for graduation. Maximum of 2 transfer courses allowed; no more than 50% of the certificate may be fulfilled using transfer courses.