



DIGITAL MARKETING CERTIFICATE

This is a suggested, full-time pathway. Not all courses are available in each semester. Students will develop a sequence of courses that best meets their needs in consultation with advisors and using the planning tools available.

SEMESTER MAP

	Semester 1	Semester 2
	INT-1050 Dimensions of Self and Society	CIS-1170 Introduction to Web Analytics
	COM-1070 Social Media & Communication	BUS-2245 Search Engine Marketing & Optimization
	BUS-1135 Introduction to Digital Marketing	BUS-2380 Digital Marketing & E-commerce
	CIS-1151 Website Development	BUS-2390 Social Media Strategy for Business
Semester Credits	12 credits	12 credits
Cumulative Credits	12 credits	24 credits

* Course has prerequisite. Prerequisite courses are included in semester map, please consult catalog for more information. Electives and general education choice courses are italicized.