DMK349: Project and Portfolio IV: Digital Marketing

The Project and Portfolio IV: Digital Marketing course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will demonstrate expertise in understanding and utilizing online analytic tools to make effective strategic decisions. Students will apply their understanding of analytics and statistics to prepare to take the Google Analytics Individual Qualification exam, a valued accreditation in the industry.

Credits 3

1 Full Sail University