

Digital Marketing Graduate Certificate

Degree Type

Graduate Certificate

Environment

online

Program Length

16 weeks

Overview

Full Sail University's Digital Marketing Graduate Certificate provides specific knowledge that can help you excel in competitive job fields. The certificate is comprised of several courses taken from our Digital Marketing master's degree program and is offered online to fit the schedule of working industry professionals. A bachelor's degree is a prerequisite for any of Full Sail's Graduate Certificates. It's more important than ever for a marketing professional to understand the possibilities and limitations of digital media and how to best employ sound marketing fundamentals in this rapidly changing technological landscape. The courses in the Digital Marketing Graduate Certificate provide an introductory exploration of digital marketing methodologies, analytics, marketing analysis, and new media. Through the courses in this Graduate Certificate, you'll gain the necessary foundation to strategically market products and raise brand awareness, giving you tools that are crucial to becoming a twenty-first century marketing leader.

Month 1

Code	Title	Credit Hours
MAR512	Digital Marketing Fundamentals	3.5

Month 2

Code	Title	Credit Hours
IMK522	New Media Marketing	3.0

Month 3

Code	Title	Credit Hours
DMK512	Advanced Digital Marketing Strategies	3.0

Month 4

Code	Title	Credit Hours
DMK662	Digital Analytics and Optimization	3.0
Total Credit Hours		12.5