

DIGITAL AND SOCIAL MEDIA MARKETING, CERTIFICATE

The **Digital & Social Media Marketing Certificate** provides students the foundational understanding of developing a digital marketing strategy. Students will be able to optimize a company's digital marketing efforts through SEO, digital content creation, analysis of digital metrics, develop email campaigns, and learn best website practices. Students will have the opportunity to earn related industry certifications.

For more information about Marketing, please visit the program page (<http://www.cod.edu/marketing/>).

Certificate Requirements

Field of Study Code: MARKE.CER.DIGITAL

Code	Title	Credits
MARKE 1150	Social Media Marketing	3
MARKE 2235	Introduction to Digital Marketing Analytics	3
MARKE 2270	Digital Marketing	3
Total Credits		9