Digital Marketing Certificate Courses

MKTG 4705: Data Science for Marketers (4 credit hours)
Offered: Fall

Data is the essential thread across all aspects of digital marketing. Mobile, social, search and advertising – data touches them all. This class will have you identify the source of the data, transform/reconcile the data and then query the data to find right information to help businesses make the best decisions. From there we will work to visualize the data to communicate our strategy. In-class, we will use tools like Import.io, SQL, Mongo, Tableau and CartoDB to name a few. This will be a fast-paced fun class and give you the skills you need for next-gen marketing!

MKTG 4805: Foundations of Digital Marketing (4 credit hours)
Offered: Winter, Spring, Summer and Fall

Knowing how to use digital marketing tools as part of an integrated marketing strategy is critical in today's marketplace. This course provides the knowledge and skills to plan and implement a digital marketing strategy using three powerful digital marketing elements

- **UX/UI** - **U**ser e**X**perience design is one of the most difficult aspects for businesses to define and yet it's essential to map our when creating a holistic strategy. **U**ser **I**nterface design is one part of the user experience and we will work together to show you best-in-class examples.
- **Facebook Advertising** – Facebook is quickly becoming *the* hyper-targeted advertising platform for businesses of any size. You will walk through Facebook's Blueprint training to help you understand what types of digital advertising are possible.
- **Email Marketing** – Email has long been a staple in digital marketing. We will show you the ins and outs of this digital medium and teach you how to take control of this evolving channel.

MKTG 4815: Social Media Marketing (4 credit hours)
Offered: Winter and Spring

Social media marketing is an evolving field with consumers driving the changes marketers are seeing. Based on your business model, social media may be more than just distribution and consumers will be a part of your long-term business strategy beyond revenue. We'll illuminate the increasing importance of social media as it relates to consumer behavior, the purchase cycle and the rise of messaging apps as it relates to business success. We will also develop a strategic model for a diverse range of businesses (B2B, B2C, Product, Service, Online, Online with Brick and Mortar) that will empower you as a marketer to determine your best strategy.

MKTG 4825: Mobile Marketing (4 credit hours)
Offered: Winter and Spring

Smartphones are *the* device for today's consumer. Mobile usage easily eclipses all other digital venues and you will be learning how to harness this ever-evolving field. Knowledge of mobile search, mobile applications, mobile advertising and location-

based services are essential for today's business leaders. This course will enable students to build creative mobile marketing campaigns that complement digital and traditional marketing strategies. This fast-paced course is a must for people interested in marketing.

MKTG 4835: Search Engine Marketing (4 credit hours)
Offered: Spring, Summer and Fall
The digital marketing landscape has thousands of tools that marketers can utilize to increase revenue, execute on strategies and develop deep brands. This course will review the most essential of those tools: Google Analytics and Google AdWords. Our goal is to enable students to attain individual certification in Google Analytics and begin the process of getting Google AdWords Fundamentals certified. You will be working with real-world clients, helping them increase revenue!

MKTG 4845: Tech in Marketing: Design Tools and Digital Foundations (4 credit hours)
Offered: Spring, Summer, Fall and Winter
"Software is eating the world." That was [the quote from Marc Andreesen](#) way back in 2011. His point was now that software had disrupted the tech industry, it was now evolving into every other industry. Agriculture. Mass transit. Construction. Everything. This prediction has become true with companies like Google and Uber. We're at a point where coding/technology are now a matter of literacy. We are going to work together as a class to make you more literate. We are going to learn how to utilize digital design tools such as Adobe Photoshop and Illustrator to create brand imagery. We'll then move on to learn HTML/CSS and APIs: the building blocks of the Internet. We'll also spend some time prototyping software such as Axure and tap into memes and Gifs. This will be a tactical, hands-on class, fun class.