



Graduate Certificate **DIGITAL MARKETING**

Certificate Overview

The graduate certificate in Digital Marketing is ideal for current Amberton students and potential students who want to enhance their knowledge in the area of digital marketing by learning how to effectively employ digital marketing tools, techniques, skills, and technology to implement successful marketing programs in modern organizations. This certificate will be profitable for any business and/or marketing student looking to develop competencies in the emerging and expanding field of digital marketing. This certificate will provide the student with an overview and framework for understanding digital marketing principles, methods, and best practices. This certificate program can help students advance their careers while helping organizations set new standards of performance in digital marketing and is available 100% online.

Courses Required

MKT5260	Digital Marketing Foundations	3 Hours
MKT5280	Digital Advertising & New Media	3 Hours
MKT5270	E-Commerce & Web Analysis	3 Hours
BUS5415	Social Media in Business	3 Hours

No graduate credit will be awarded if **MKT4260**, **MKT5280**, **MKT5270**, or **BUS4415** have been successfully completed.



This certificate can be earned as a stand-alone certificate of study or in conjunction with degree programs. Visit Amberton.edu for more information.



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