



## Undergraduate Certification **DIGITAL MARKETING:**

### **Certification Overview**

This Undergraduate Certifications 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. These certifications will be profitable for any business and/or marketing student looking to develop competencies in the emerging and expanding field of Digital Marketing. These certifications will provide the student with an overview and framework for understanding Digital Marketing principles, methods, and best practices. These certificate programs can help students advance their careers while helping organizations set new standards of performance in Digital Marketing.

### **Courses Required**

<b>MKT4260</b>	<b>Digital Marketing Foundations</b>	3 Hours
<b>MKT4280</b>	<b>Digital Advertising &amp; New Media</b>	3 Hours
<b>MKT4270</b>	<b>E-Commerce &amp; Web Analysis</b>	3 Hours
<b>BUS4415</b>	<b>Social Media in Business</b>	3 Hours



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**972.279.6511**