Undergraduate Certificate
DIGITAL MARKETING

Certificate Overview

The undergraduate 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.

Courses Required

MKT4260	Digital Marketing Foundations	3 Hours
MKT4270	eCommerce & Web Analysis	3 Hours
MKT4280	Digital Advertising & New Media	3 Hours
BUS4415	Social Media in Business	3 Hours

ACBSP

ACCREDITED PROGRAM

AMBERTON UNIVERSITY 1971

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