

## Digital Marketing, Certificate of Proficiency

### Requirements

The Certificate of Proficiency in Digital Marketing includes courses that teach social media marketing, digital advertising, web analytics, content and email marketing, and conversion optimization. Certification signals digital marketing capability to current employers. The certificate provides an opportunity for professionals to retool and stay current with ever-changing industry trends.

#### Total Program Credits: 18

Discipline Core Requirements:		18 Credits
<a href="#">MGMT 2400</a>	Introduction to Data Analytics for Business Professionals <sup>1</sup>	3
<a href="#">MKTG 3170</a>	Digital Advertising	3
<a href="#">MKTG 3600</a>	Principles of Marketing	3
<a href="#">MKTG 3660</a>	Digital Marketing	3
<a href="#">MKTG 3680</a>	Marketing with Social Media	3
<a href="#">MKTG 3690</a>	Fundamentals of Product Management	3

#### Graduation Requirements:

1. Completion of a minimum of 18 semester credits.
2. Overall grade point average of 2.0 (C-) or above.
3. Residency hours-- minimum of 3 credit hours through course attendance at UVU.

Footnote:	
<sup>1</sup> Can be taken simultaneously with MKTG 3600.	

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### Graduation Plan

This graduation plan is a sample plan and is intended to be a guide. Your specific plan may differ based on your Math and English placement and/or transfer credits applied. You are encouraged to meet with an advisor and set up an individualized graduation plan in [Wolverine Track](#).

Milestone courses (pre-requisites for a course in one of the subsequent semesters) are marked in red and italicized.

Semester 1	Course Title	Credit Hours
MGMT 2400	Introduction to Data Analytics	3
<i>MKTG 3600</i>	Principles of Marketing	3
	Semester total:	6
Semester 2	Course Title	Credit Hours
MKTG 3600	Digital Marketing	3
MKTG 3170	Digital Advertising	3
	Semester total:	6
Semester 3	Course Title	Credit Hours
MKTG 3680	Marketing with Social Media	3
MKTG 3690	Digital Marketing Analytics	3
	Semester total:	6
	Degree total:	18