

Certificate in Digital Marketing

The Certificate in Digital Marketing is for students interested in digital marketing career opportunities. The certificate program trains students on how to create integrated, targeted, and measurable marketing strategies with an emphasis on the overall ecosystem to acquire, retain, and grow customer relationships. This certificate provides students with an understanding of the digital customer experience and teaches skills in campaign development, user acquisition, digital advertising, content marketing, digital analytics, retention strategy, SEO, optimization, and more. Learners will gain real-world experience using popular tools and relevant digital marketing industry technologies. Upon completion of the certificate, students will earn course-integrated digital marketing industry certifications, such as Google Analytics Individual Qualifications and Hubspot Digital Marketing Certification

Requirements

- 12 completed credit hours
- 3.0 cumulative GPA in the four required courses overall, and 3.2 cumulative GPA in the following two courses: MRKTNG 4550 and MRKTNG 4650
- Successful completion of course-integrated digital marketing industry certifications, such as Google Analytics Individual Qualifications and Hubspot Digital Marketing Certification.
- Completion of requirements for a BSBA or a minor in business at the University of Missouri
- There is no specific internship requirement associated with this certificate. However, all Trulaske College of Business students completing a BSBA must meet the BA 4500 internship requirement. An internship in the digital marketing field is recommended.

The following two courses are required:

MRKTNG 4550	Integrated Marketing Communications	3
MRKTNG 4650	Digital Marketing	3

Two of the following three courses are required:

MRKTNG 4660	Social Media Marketing	3
or JOURN 4820	Social Media and Audience Strategy	
MRKTNG 4670	Search Engine Strategies	3
or JOURN 4262	Digital Strategy I	
MRKTNG 4680	CX: The Digital Customer Experience	3