

# Digital Marketing and Innovation Certificate

---

## Department Information

- **Department Web Site:**  
[ndsus.edu/business/programs/graduate/graduate\\_certificates/](http://ndsus.edu/business/programs/graduate/graduate_certificates/) ([http://ndsus.edu/business/programs/graduate/graduate\\_certificates/](http://ndsus.edu/business/programs/graduate/graduate_certificates/))
- **Credential Offered:**  
Certificate
- **Program Overview:**  
[ndsus.edu/programs/graduate/digital-marketing-and-innovation](http://ndsus.edu/programs/graduate/digital-marketing-and-innovation) (<http://ndsus.edu/programs/graduate/digital-marketing-and-innovation/>)

**Apply Now ([https://ndsugrad.my.site.com/Application/TX\\_SiteLogin/?startURL=/Application/TargetX\\_Portal\\_\\_PB](https://ndsugrad.my.site.com/Application/TX_SiteLogin/?startURL=/Application/TargetX_Portal__PB))**

Code	Title	Credits
MBA 721	Creating and Marketing Innovations	2
MBA 722	Marketing Analytics and Customer Intelligence	2
MBA 723	Digital Marketing	2
MBA 724	Integrated Marketing Communications	2
Total Credits		8

---

## Admission and Application Requirements

- Graduate School admission and application requirements are found on the Admission Information (<http://catalog.ndsu.edu/graduate/admission-information/>) page.