

# Digital Marketing and Innovation

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## Department Information

- **Program Coordinator:**  
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- **Credential Offered:**  
Graduate Certificate

The Digital Marketing and Innovation Graduate Certificate advances participants' knowledge and skill in areas such as marketing strategy, communication, and customer intelligence. Students learn about such topics as new product development, strategy analysis, search engine optimization, marketing analytics, integrated marketing communications, various media vehicles, and much more.

## Curriculum

The certificate requires 8 credits of study, comprised of the following four courses.

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
<b>Total Credits</b>		<b>8</b>