Digital Marketing and Innovation

Department Information

- **Program Coordinator:**
  Elizabeth Worth, M.Ed.
- **Email:**
  elizabeth.worth@ndsu.edu
- **Department Location:**
  Barry Hall
- **Department Phone:**
  (701) 231-6038
- **Department Web Site:**
  www.ndsu.edu/mba (http://www.ndsu.edu/mba/)
- **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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA 721</td>
<td>Creating and Marketing Innovations</td>
<td>2</td>
</tr>
<tr>
<td>MBA 722</td>
<td>Marketing Analytics and Customer Intelligence</td>
<td>2</td>
</tr>
<tr>
<td>MBA 723</td>
<td>Digital Marketing</td>
<td>2</td>
</tr>
<tr>
<td>MBA 724</td>
<td>Integrated Marketing Communications</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total Credits</strong></td>
<td></td>
<td><strong>8</strong></td>
</tr>
</tbody>
</table>