

REQUIREMENTS FOR THE GRADUATE CERTIFICATE
MICHAEL F. PRICE COLLEGE OF BUSINESS
THE UNIVERSITY OF OKLAHOMA

Academic Year
For Students Entering the Oklahoma State System for Higher Education Summer 2025 through Spring 2026

General Requirements
Minimum Total Hours 12

Program
Digital Marketing (Online)
G316
Graduate Certificate

CERTIFICATE REQUIREMENTS

Code	Title	Credit Hours
Digital Marketing Core Electives		
Choose 10 hours of electives from a list maintained by the Marketing division and approved by the Graduate College.		10
Required Course		
MKT 5792	Capstone Project in Digital Marketing ¹	2
Total Credit Hours		12

¹ MKT 5792 must be the final course taken to complete the certificate.

A graduate *certificate* is not a graduate *degree*. A graduate degree represents a program of independent inquiry beyond the depth of coursework alone, while a graduate certificate represents a set of courses only.

- All courses must be taken at OU. No transfer credit will apply.
- No course substitutions are permitted for graduate certificates.
- Coursework applied to a graduate certificate cannot be more than five years old as of the semester the graduate certificate is awarded.
- Students must earn a grade point average of 3.00 or higher on all coursework applied to the graduate certificate.

More information in the catalog: (<http://ou-public.courseleaf.com/price-business/marketing-supply-chain-management/digital-marketing-grad-cert/>).