

DIGITAL MARKETING CORE ELECTIVES

| Code | Title | Credit Hours |
|--|---------------------------------|--------------|
| Digital Marketing Graduate Certificate Core Electives | | |
| MKT 5402 | Marketing Management | 2 |
| MKT 5722 | Customer Analytics and Insights | 2 |
| MKT 5742 | Digital Marketing | 2 |
| MKT 5752 | Marketing Research | 2 |
| MKT 5772 | Marketing Analytics | 2 |