

DIGITAL MARKETING, CERTIFICATE

Dr. Vinod Vincent, *Director*

VinodVincent@clayton.edu (%20VinodVincent@clayton.edu)

The Post-Baccalaureate Certificate in Digital Marketing provides specialized training in the Digital Marketing field. Applicants must have already completed a bachelor's degree. Students will be required to complete 12 credit hours to obtain a certificate. These credits may not include any graduate courses previously taken. Students are considered to be non-degree seeking, so financial aid is not available.

Students are expected to observe School of Graduate Studies and University Graduate Rules, Regulations and Academic Policies. Students are expected to maintain Good Academic Standing which is defined as a minimum institutional graduate GPA of 3.0.

Program Requirements

Code	Title	Credit Hours
MKTG 5110	Digital Marketing Fundamentals	3
MKTG 5111	Digital Marketing Strategy	3
MKTG 5112	Social Media Strategy	3
MKTG 5200	Marketing Management	3
Total Credit Hours		12