

Digital Marketing and Sales Management

Certificate Program

The Digital Marketing and Sales Management Certificate is a 15-credit certificate for professionals working in the marketing functional area who desire to update their skills and knowledge. Our expert faculty use real-world examples, case studies and timely discussions to help marketing professionals become more proficient in digital aspects such as online advertising and managing social media portals while also enabling them to enhance the selling strategy of their organization. The courses in the certificate include sales-focused courses coupled with others that support the digital transformation of the marketing function.

Code	Title	Credits
Required Courses:		
MKTG 327	Selling and Sales Management	3
MKTG 345	Digital Marketing	3
MKTG 426	Marketing Strategy	3
MKTG 428	Consumer Behavior	3
MKTG 447	Social Media Marketing and Analytics	3
Total Credits		15