

GRADUATE CERTIFICATE IN MARKETING IN THE DIGITAL ECONOMY

Program Learning Outcomes

- a. Students completing the certificate will have an understanding of the technological environment of marketing and business.
- b. Students completing the certificate will have knowledge and skills to analyze data and make critical marketing decisions.
- c. Students completing the certificate will have knowledge of tools and procedures to practice marketing analysis and digital marketing.

Graduate Certificate in Marketing in the Digital Economy Certificate - 9 units

Required Courses (9 units)

Code	Title	Units
MKTG 820	Digital Marketing	3
MKTG 885	Marketing of High-Technology Products and Services	3
MKTG 886	Seminar in Marketing Analytics	3