

GRADUATE CERTIFICATE IN MARKETING IN THE DIGITAL ECONOMY

Program Learning Outcomes

1. Students completing the certificate will have an understanding of the technological environment of marketing and business.
2. Students completing the certificate will have knowledge and skills to analyze data and make critical marketing decisions.
3. 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
<u>MKTG 820</u>	Digital Marketing	3
<u>MKTG 885</u>	Marketing of High-Technology Products and Services	3
<u>MKTG 886</u>	Seminar in Marketing Analytics	3