

# GRADUATE CERTIFICATE IN MARKETING IN THE DIGITAL ECONOMY

The Marketing in the Digital Economy Certificate will provide (1) San Francisco State MBA students with specialized knowledge and skills to be effective marketers in an evolving technological environment (2) community members a brief exposure to Marketing for those interested in refreshing their knowledge and skills or in testing the waters before committing to an MBA program.

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