

# Digital Marketing Management

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## Graduate Certificate 18 Credit Hours

*This program is offered by the Walker School of Business & Technology. It is available online, at the St. Louis home campus and at the Geneva campus.*

For information on the general requirements for a certificate, see Certificate Program Policies and Procedures under the Academic Policies section of this catalog.

### Program Description

The graduate certificate in digital marketing management is for students who have a background in marketing and are interested in obtaining specific expertise in the growing field of digital marketing. Students will be equipped with the critical skills to be proficient in executing effective digital marketing strategy.

### Learning Outcomes

Students will be able to:

- Create digital marketing strategies that align with larger marketing objectives.
- Critically analyze the appropriateness of each of the major digital marketing channels (i.e. paid, organic, affiliate, social, email and mobile applications etc.) against marketing strategies.
- Develop, evaluate and execute a comprehensive digital marketing strategy and plan.
- Measure and evaluate digital marketing efforts.
- Describe the latest digital marketing technologies.
- Articulate the ethical impact of digital marketing efforts.

### Requirements

The 18 hours required for this certificate include the following courses:

- MEDC 4110 Media and Digital Culture (3 hours)
- MRKT 5720 Promotional Management (3 hours)
- MRKT 5740 Management of Digital Marketing (3 hours)
- MRKT 5895 Marketing Analytics (3 hours)
- MRKT 5750 Management of Social Media (3 hours)
- MRKT 5790 Digital Marketing Strategy (3 hours)

*Note: Courses listed above may require additional prerequisites.*

### Admission

Students who are interested in applying to this certificate program should see the Admission section of this catalog for general requirements.

### Send all admissions materials to:

Office of Admission  
Webster University  
470 E. Lockwood Ave.  
St. Louis, MO 63119