



## Digital Marketing Certificate - 12 units

(Available to Business Majors & Non-Business Majors)

### Restrictions:

1. A maximum of two (2) transfer courses are allowed. No more than 50% of the certificate may be fulfilled using transfer courses.
2. In order to graduate with a digital marketing certificate, a 2.0 GPA is required in the certificate.
3. Business majors must have a minimum GPA of 2.50 in the following areas: major requirements, combined transfer, and UW-Whitewater GPA, and in all subjects offered by the College of Business & Economics.
4. Non-business majors must have at least 60 credits earned and a cumulative GPA of 2.00.

### Required Courses (12 units)

Course No.	Course Name	Prerequisites
____ MARKETNG 211	Principles of Marketing	<i>Minimum Sophomore standing</i>
____ MARKETNG 351	Introduction to Digital Marketing	<i>PREREQ: 249 OR 250 AND BEINDP 288 AND BEINDP 290; Coreq: ECON 245 AND ITSCM 280)</i>
____ MARKETNG 353	Advanced Digital Marketing & Artificial Intelligence	<i>MARKETNG 211 &amp; MARKETNG 351</i>

### Select (3 units) from the following:

Course No.	Course Name	Prerequisites
____ ITSCM 285	AI-Powered Web Design	<i>Minimum Sophomore standing.</i>
____ MARKETNG 210	Marketing for Influences & Creators	<i>Minimum Sophomore standing &amp; 2.00 cumulative GPA</i>
____ MARKETNG 352	Social Media & Content Marketing	<i>MARKETNG 211</i>
____ MARKETNG 444	Omnichannel Marketing	<i>MARKETNG 211</i>
____ MARKETNG 445	Marketing Analytics & Artificial Intelligence	<i>MARKETNG 211</i>
____ MARKETNG 493	Internship in Marketing	<i>Minimum Sophomore standing &amp; 2.50 cumulative GPA &amp; Department consent.</i>
____ MARKETNG 498	Independent Study in Marketing	<i>Instructor consent</i>