# **Digital Marketing**

## **Undergraduate Certificate**

Over the next 10 years, the U.S. Bureau of Labor Statistics projects a notable increase in jobs requiring digital marketing. WilmU's certificate in Digital Marketing will prepare you for these jobs. Through this curriculum, you will acquire in-demand skills in the field, including developing and maintaining digital content related to social media campaigns, company websites and online advertising.

### **Course Requirements (18 credits):**

Prerequisites may be required. Visit the program page for details.

BMK	300	Design for Marketing
BMK	305	Marketing
BMK	355	Internet Marketing
BMK	400	Social Media Marketing
BMK	471	Mobile Marketing
BBA OR	440	Web and Social Media Analytics
DSN	210	Basic Photoshop

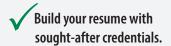
### **Related Programs:**

• B.S. in Marketing

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