

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 440** Web and Social Media Analytics
- OR**
- ☐ **DSN 210** Basic Photoshop

Related Programs:

- B.S. in Marketing

Get started today at wilmu.edu/Certificates.



Dual-Credit ADVANTAGE™

SAVE TIME & TUITION

Earn a certificate AND get credit toward a degree at the same time. Through **Dual-Credit ADVANTAGE™**, you can go further, faster, by applying credits to multiple degree and certificate programs without extra time or tuition cost.

- ✓ Build your resume with sought-after credentials.
- ✓ Learn from experienced industry professionals.
- ✓ Accelerate your education while saving time and tuition.

What sets us apart:

- Job Market Relevance
- Affordable Tuition
- Degree Program Alignment
- Expert Faculty



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