

DIGITAL AND SOCIAL MEDIA MARKETING CERTIFICATE

Innovation and Entrepreneurship

This program prepares PSU graduate students for careers in digital marketing, a growing field with significant career opportunities. Jobs in digital marketing are growing faster than the national average, and most jobs in marketing are in the digital sphere Source - Ziprecruiter. Marketing jobs are growing faster than average per BLS.

Curriculum Requirements

Course	Title	Credits
BU 5700	Marketing Techniques	3
BU 5360	Social Media Marketing	3
BU 5365	Strategic Digital Marketing	3
BU 5390	Digital & Social Media Marketing Analytics	3
Total Credits:		12