

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 skills over the next ten years. 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:

- BS in Marketing

Get started today at wilmu.edu/Certificates.



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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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