

Digital and Social Media Marketing Graduate Certificate

- examine advanced customer relationship marketing techniques to reach new audiences and refine marketing campaigns (MKTG 5733).

The Graduate Certificate in Digital and Social Media Marketing is designed to provide a focused, intensive study of the applications of digital and social media marketing management within organizations. Topics include web analytics, search engine optimization, paid search techniques, user experience, social media applications and best practices, content management and creation, video production and podcasting. Based on course selection, they can further their knowledge in CRM techniques including Salesforce and Hubspot as well as LinkedIn B2B marketing strategies or advanced Facebook advertising. This certificate is suitable for those seeking their MBA or those with an undergraduate degree who are working professionals seeking to gain experience in this exciting and complex field.

All 12 credit hours taken as part of this certificate transfer to the MBA degree program.

Admission Requirements

Applicants must meet general University of Missouri-St. Louis Graduate School admissions requirements.

Certificate Requirements

All course prerequisites and all course waivers are applicable. Substitute courses may be approved by the appropriate department chairperson and the Director of Graduate Business Programs.

Required Courses

MKTG 5721	Digital Marketing Strategies and Measurement	3
MKTG 5722	Social Media Marketing Strategy	3
MKTG 5731	Special Seminars in Digital and Social Media Marketing	3

Electives

Choose one of the following courses:		3
MKTG 5700	Contemporary Marketing Concepts	
MKTG 5710	Consumer Motivation and Behavior	
MKTG 5733	Customer Relationship Management Strategies	

Total Hours **12**

Learning Outcomes

Upon completion of the program, certificate earners will be able to:

- Assess the role and practice of marketing within an organization, including theoretical and applied aspects of the marketing discipline (MKTG 5700)
- demonstrate fluency in digital marketing technologies such as web analytics, search engine optimization and paid search techniques (MKTG 5721)
- design and measure the effectiveness of social marketing campaigns leveraging social networks to develop social media content to meet specific marketing objectives (MKTG 5722)