

DIGITAL MEDIA & MARKETING COMMUNICATIONS, CERTIFICATE

Overview

The mission of the Media + Design program is to provide students with the research and problem-solving skills necessary to create strategic, innovative, cultural and socially significant communication solutions. Students will understand how communication can create change through design, advertising, public relations and digital media marketing. Upon graduation, students of SoPA's Media + Design program will be prepared to enter a highly competitive workforce in the industries of graphic design, interactive design, public relations, digital media marketing and advertising.

The Professional Certificate in Digital Media and Marketing Communications enables students to advance their skill set and understanding of digital media strategies, tactics, and best practices used in the digital marketing and communications industries. This 18 credit-hour undergraduate certificate focuses on the strategies used in digital marketing campaigns including digital content such as infographics, e-books, and blogs; and, SEO & SEM tactics to improve an organizations effectiveness in communicating to their audience on digital, social media, and mobile platforms.

Requirements Blocks

Blocks notate the prescribed order of coursework. Courses within each block may be taken at the same time.

Course ID	Title	Credits
Block 1		6
MDES 2300	Digital Media Principles & Strategy	
MDES 3300	Creating Digital Content	
Block 2		6
MDES 3310	Digital Media Analytics & Reporting	
MDES 3320	CRM and Digital Media	
Block 3		6
MDES 3330	SEO & SEM Strategies	
Choose 1 of the following:		
MDES 2110	Media Ethics & Equity	
MDES 2120	Media Law	
MDES 2210	Media Research	
MDES 4300	DMMC Studio	
DDSN 3600	Social Media Studio	
Total Credit Hours		18