

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, 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 gain an 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.

Requirements

Course ID	Title	Credits
Block 1		6
DDSN 1100	Digital Design Foundations	
DDSN 2103	Intro to Copywriting	
Block 2		6
MDES 2300	Digital Media Principles & Strategy	
MDES 3300	Creating Digital Content	
Block 3		6
MDES 3310	Digital Media Analytics & Reporting	
Choose 1 of the following:		
MDES 3320	CRM and Digital Media	
MDES 3330	SEO & SEM Strategies	
MDES 3450	Brand & Campaign Strategy	
Total Credit Hours		18

Program String and Field of Study: PACER_UG, MDDM

Contact

For more information, contact the School of Professional Advancement (<https://sopa.tulane.edu/degrees-programs/certificates/professional/digital-media-marketing-communications/>).