

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/>).