

Digital Marketing Management

Certificate

18 Credit Hours

This program is offered by the George Herbert Walker School of Business and Technology/Management Department and is available at St. Louis main campus.

For information on the general requirements for a certificate, see Certificate under the Academic Policies and Information section of this catalog.

This certificate is for students interested in obtaining specific capabilities in the growing field of digital marketing. Students will be equipped with the critical skills to be proficient in digital marketing project management.

Requirements

Prerequisite Courses (6 hours)

These courses may either be taken at Webster University or transferred.

- MNGT 2500 Marketing (3 hours)
- ECON 2000 Survey of Economics (3 hours)

Marketing Core Courses (18 hours)

These courses must be taken in residence at Webster University.

- ECON 3150 Digital Economy (3 hours)
- CSIS 2500 Introduction to Data Science (3 hours)
- MNGT 3510 Management of Integrated Marketing Communications (3 hours)
- MNGT 3540 Digital Marketing (3 hours)
- ADVT 3600 Social Media Content and Development (3 hours)
- MNGT 4915 Internship in Digital Marketing (1-6 hours)