

# Interactive Marketing Communications

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## **Certificate**

### **18 Credit Hours**

*This program is offered by the School of Communications/ Communications and Journalism Department and is available at St. Louis main campus and online via asynchronous modality.*

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

This certificate enables students from all backgrounds to acquire skills necessary to effectively create and manage online interactive marketing communications for a band, organization, or entity. It is designed for students who are interested in developing and enhancing their on-line communication skills including development of persuasive messaging content and delivering it via websites, apps and interactive exhibits. Students will explore on-line communication strategies, audience targeting, digital marketing analytics, user-centered design principles and professional media production techniques. Students learn how to create engaging messages and deliver them using interactive design strategies and the integration of new media into publications and marketing plans. This certificate will benefit both students with experience as well as students with no previous exposure to on-line marketing communications. Proficiencies