



Digital Marketing Graduate Certificate

An online, part-time, two-semester professional certificate (12 credits)

PROGRAM DESCRIPTION

The Digital Marketing Graduate Certificate prepares students for a career in digital marketing with this hands-on approach to digital marketing tactics including SEO (Search Engine Optimization), SEM (Search Engine Marketing), social media marketing, online advertising, email marketing, mobile marketing, and content marketing. Develop your skills in crafting advertising, keyword research, and image and video creation.

Our program content is aligned with recognized industry certifications including Google Ads, Google Analytics, HubSpot Inbound, and American Marketing Association's Professional Certified Marketer Certificate.

PROGRAM PREREQUISITES

- Bachelor's degree from a regionally accredited institution – all majors welcome.
- Applicants without marketing experience may need to complete an additional 1.5 credit course (MKT 502) or an on-demand marketing course from [IVY](#).

ADMISSIONS REQUIREMENTS

- Graduate Application
- Unofficial transcripts for initial admission from all institutions of higher education previously attended (official transcripts required for full admission)
- Resume/C.V.
- Language Proficiency Requirement must be met. Submission of TOEFL, IELTS, PTE, or Duolingo English Test may be required. See our policy for full details: <https://www.su.edu/admissions/international-students>

CURRICULUM

The certificate consists of four online courses or 12 total credits. The full program can be completed in two semesters. Certificate students can later apply to the MBA program and use these courses as a concentration for the degree.

Course	Title	Credits
MKT 531	Digital Marketing Strategy	3
MKT 533	Social Media and Digital Advertising	3
MKT 535	Digital Analytics	3
MKT 537	Digital Marketing Practicum	3
Total		12

ADMISSION & APPLICATION

Start Term

Fall (August)

Admission Deadlines

August 15

Applications are reviewed on a rolling basis as they are completed.

Format/Location

Online

How to Apply

Begin the online application process by going to www.su.edu/grsobapp.

GMAT: Not Required

Foreign Transcripts

International transcript evaluation by an accredited agency is an admission requirement. Approved services are listed at www.naces.org and <http://aice-eval.org/>.

Transfer Credit

Up to six credit hours may be transferred from other AACSB accredited graduate institutions.

Contact Us

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