

# CERTIFICATE IN DIGITAL MARKETING

The nine-course Digital Marketing certificate program, offered by San Francisco State University in partnership with Digital Marketing Institute, is designed to provide students the competencies needed to start or advance their career in digital marketing. The curriculum covers social media marketing, content marketing, search engine optimization, marketing analytics, paid search marketing, and much more.

MKTG 460	Content Marketing with Artificial Intelligence (AI)	3
MKTG 469	Digital Marketing	3
MKTG 480	Search, Display, and Video Advertising	3
MKTG 569	Digital Marketing Strategy	3
MKTG 632	Marketing Research	3
MKTG 660	Marketing Analytics	3
MKTG 661	Introduction to Digital Marketing Analytics	3

## Admission Requirements

Selection for admission to the program will be based on student objectives, academic background, and recommendations as appropriate. In order to be admitted to the program, a candidate should have completed the equivalent of 56 units or more of undergraduate courses through coursework and/or appropriate professional or other preparation, including a business statistics course such as DS 212/ECON 212 Business Statistics or equivalent. Grades in coursework completed should be of an average level equivalent to a GPA of 2.3 or higher on a 4.0 U.S. scale, or an equivalent combination of educational and professional preparation, in their home country. English language ability must be demonstrated through the submission of proof of English Proficiency as listed at <https://cpage.sfsu.edu/global/english-proficiency>.

## Program Learning Outcomes

1. Demonstrate knowledge of the basic concepts in digital marketing and best practices in social media strategy, mobile marketing, digital marketing analytics and measurement, and website optimization.
2. Demonstrate knowledge and skills to grow an audience using social media, create and optimize social media campaigns, and select the right social media tools for business goals.
3. Create and curate compelling content using tools and techniques, including content personalization and brand storytelling.
4. Create, manage, and measure paid search, video, and display campaigns.
5. Use techniques to increase the website's visibility and traffic through search engine optimization and pay-per-click advertising.
6. Capture, segment, and manage email subscribers in order to plan and execute a successful email marketing campaign.
7. Build and publish a website; measure and optimize website activity.
8. Demonstrate knowledge of how analytics, split testing and social media measurement enhance business decision-making within the context of digital marketing.
9. Develop advanced data skills (data cleaning, analysis, & visualization) and tools (spreadsheets, SQL, R or Python programming, Tableau) relevant to digital marketing.
10. Create and implement a cohesive digital marketing plan with an optimal channel and budget mix.

## Certificate in Digital Marketing - 27 units

### Required Courses (27 units)

Code	Title	Units
MKTG 431	Principles of Marketing	3
MKTG 450	Social Media Marketing with Artificial Intelligence (AI)	3