

DIGITAL MARKETING ANALYTICS CERTIFICATE

Department website (<https://www.uwp.edu/learn/programs/digitalmarketanalytics.cfm>)

College: General

Digital Marketing Analytics will prepare students to collect, visually present, and analyze customer data using the latest technology tools to improve marketing strategies and campaign performance.

Program Learning Outcomes

1. Collect, analyze and leverage customer data for digital marketing strategies.
2. Utilize technology tools to collect, analyze, and visually present campaign data to facilitate improvement of digital marketing strategy.
3. Build and optimize automation sequences for the buyer journey.
4. Conduct market research to inform strategic position and identify appropriate target markets.
5. Interpret campaign data and metrics to measure success and guide operational and strategic decisions.

Requirements for the Graduate Certificate in Digital Marketing Analytics

Admission to the Digital Marketing Certificates requires:

- A baccalaureate degree from a regionally accredited institution
- Overall undergraduate GPA on required transcripts of at least 3.0 on a 4.0 scale

Students need to submit transcripts and a current resume. For students who do not meet the GPA requirement, a provisional admission may be made based on additional information such as a statement of purpose and/or an interview with the applicant.

Code	Title	Credits
Required courses		
DMK 700	SEO and Digital Marketing Research	3
DMK 705	Customer Data Analysis and Decisions	3
DMK 710	Digital Marketing Technologies	3
Total Credits		9

University Requirements for Graduate Certificates

Graduate certificates are designed for students at one of the following levels:

- Students who have completed a baccalaureate or higher degree from a regionally accredited institution and are enrolled for graduate credit
- Students who are enrolled simultaneously in a graduate degree program

Students must meet the admission requirements of a degree seeking or non-degree seeking graduate student to be eligible to earn a graduate certificate. At least 75% of the credits must be earned after completion of

a baccalaureate or higher degree and students must attain a GPA of 3.00 within the certificate courses.

Certificate programs are designed to develop a particular expertise or set of skills. Graduate certificate programs will require a minimum of 8 graduate-level credits. For graduate certificates, at least 50% of the credits must be at the 700 level. At least 60% of the credits for the graduate certificates must be earned at UW-Parkside for program residency. Individual departments and programs may require more than 60% of the credits to be taken at UW Parkside.

Certificate programs should not be confused with certification or licensure programs which lead to certification by an outside agency.