

DIGITAL MARKETING MANAGEMENT CERTIFICATE

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

Digital Marketing Management will prepare students to optimize automation sequences for the buyers, design digital media marketing plans, lead and manage digital marketing projects, interpret campaign data, and practice legal and ethical principles in digital marketing.

Program Learning Outcomes

1. Build and optimize automation sequences for the buyer journey.
2. Design, execute and manage a digital media marketing plan.
3. Interpret campaign data and metrics to measure success and guide operational and strategic decisions.
4. Create and manage a digital marketing campaign, including budget projections, timeframe, and adjusting the plan as needed.
5. Practice legal and ethical principles in digital marketing.
6. Effectively lead and manage cross-functional digital marketing projects.

Requirements for the Graduate Certificate in Digital Marketing Management

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 730	Legal and Ethical Considerations in Digital Marketing	3
DMK 735	Digital Marketing Strategy and Tactics	3
DMK 740	Digital Marketing Management	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.