

TABOR SCHOOL OF BUSINESS

Millikin University

Digital Media Marketing Certificate

Student: _____

Effective Fall 2018

Advisor: _____

Major: _____

Students who complete this certificate will have the skills to write and post blogs, create press releases, track metrics and maintain business digital media platforms like LinkedIn, Facebook, Twitter, YouTube, Pinterest, and Instagram. Students are expected to have a specific application for these skills; they will use the skills to supplement a declared major to support the marketing efforts of an employer.

Required Courses (9 credits)

	CR	SEM	GR
MK 200 Principles of Marketing	3	___	___
MK 308 Consumer Behavior & Analytics	3	SP__	___
MK 363 Brand Loyalty through Digital Media	3	FA__	___

DMM Electives (choose 3 credits)

	CR	SEM	GR
MK 307 IMC Campaigns	3	FA__	___
MK 310 Personal Selling & Sales Management	3	SP__	___
MK 330 Event Planning	3	FA__	___
MK 360 Special Topics	3	___	___
MK 365 Brand Loyalty Experience	1	FA__	___