

DIGITAL MARKETING ANALYTICS, CERTIFICATE

(Code 840-601)

In today's digital age, understanding and leveraging data is crucial for driving successful marketing strategies. Our certificate program offers valuable insights and practical knowledge to equip you with the skills and knowledge needed to excel in the dynamic field of digital marketing analytics. Join us and become a data-driven marketing expert!

Certificate Requirements

The Digital Marketing Analytics Certificate program is available to any UW-Eau Claire student. Completion of the certificate is noted on the student's official transcript.

The **Digital Marketing Analytics Certificate**¹ is an academic program, which includes the following requirements:

Code	Title	Credits
Required Courses: ²		6
MKTG 333	Digital Marketing Fundamentals	3
MKTG 338	Marketing & Sales Analytics	3
Certificate Electives - Select from the following: ^{2,3}		6
MKTG 332	Integrated Marketing Communications	
MKTG 334	Marketing Research	
MKTG 339	Social Media Marketing and Digital Content Management	
MKTG 432	E-tailing and Retailing in a Digital World	
MKTG 434	Advanced Marketing Analytics	
MKTG 438	Strategic Marketing	
MKTG 491	Selected Topics	
External Certifications ⁴		
Industry Experience ⁵		
UW-Eau Claire Assessment Exit Exam ⁶		

¹ The Digital Marketing Analytics Certificate will not count as a secondary program when combined with the standard Business Administration major. This certificate can be combined with other COB majors. Please see the list of approved major/minor combinations (<http://catalog.uwec.edu/undergraduate/business/#academicprogramstext>) that satisfy university academic concentration requirements (<http://catalog.uwec.edu/undergraduate/graduation-requirements/#header16>).

² Students must earn a B or higher in each course.

³ Each of these courses has prerequisites, which must be completed prior to course admission.

⁴ Students must earn a minimum of 100 points from an approved list of external certification providers. Please consult with the department before commencing an external certification program.

⁵ Students must provide evidence of internship or work experience in digital marketing positions for either a profit or a non-profit organization while completing the BBA degree. Please see the Digital Marketing Analytics (<https://www.uwec.edu/academics/programs/undergraduate/marketing-analytics-emphasis>) program website for details.

⁶ Candidates for the Digital Marketing Analytics Certificate must pass the assessment exam at least four weeks before finals week in the semester of

certificate completion. Students have a maximum of two attempts to pass the exit exam.

Program Learning Outcomes

Students completing this program will be expected to meet the following learning outcome:

- Utilize the application of various software technologies to solve marketing problems and administer ongoing marketing programs.