DIGITAL MARKETING, CERT

for the Campus Graduate Certificate in Digital Marketing (online)

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department faculty: https://business.illinois.edu/people/
overview of grad college admissions & requirements: https://grad.illinois.edu/admissions/apply (https://grad.illinois.edu/admissions/apply/)
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The Digital Marketing Campus Graduate Certificate is designed to develop leaders who (1) understand the foundations of the new digital marketing landscape and the application of marketing tools and strategies in the digital environment, (2) employ marketing analytics to visualize and use data, and (3) understand how digital channels are used in marketing. This Campus Graduate Certificate will not only provide a strong foundational knowledge of digital marketing, but also provide students multiple opportunities to apply this knowledge.

Students who have successfully completed this certificate may use the certificate to satisfy the following degree requirements, provided they apply and are admitted to the degree program:

12 hours of elective coursework requirements of the iMBA (http://catalog.illinois.edu/graduate/bus/business-administration-online-mba/) degree program
12 hours of elective coursework requirements of the iMSM (http://catalog.illinois.edu/graduate/bus/management-ms/) degree program
12 hours of elective coursework requirements of the iMSA (http://catalog.illinois.edu/graduate/bus/accountancy-ms/) degree program

Information listed in this catalog is current as of 04/2022
Graduate Degree Programs in Business Administration

Majors:
- Business Administration, MBA (http://catalog.illinois.edu/graduate/bus/business-administration-online-mba/) (online-iMBA)
- Business Administration, MS (http://catalog.illinois.edu/graduate/bus/business-administration-ms/)
  with optional concentrations: Accountancy (http://catalog.illinois.edu/graduate/bus/concentration/accy/accountancy/), Business Data Analytics (http://catalog.illinois.edu/graduate/bus/concentration/badm/business-data-analytics/), Business & Public Policy (http://catalog.illinois.edu/graduate/bus/concentration/badm/business-public-policy/), Corporate Governance & International Business (http://catalog.illinois.edu/graduate/bus/concentration/badm/corporate-governance-international-business/), Finance (http://catalog.illinois.edu/graduate/bus/concentration/badm/finance/finance/), Supply Chain Management (http://catalog.illinois.edu/graduate/bus/concentration/badm/supply-chain-management/)
- Business Analytics, MS (http://catalog.illinois.edu/graduate/bus/business-analytics-ms/)
  with optional concentrations: Business Data Analytics (http://catalog.illinois.edu/graduate/bus/concentration/badm/business-data-analytics/), Finance, (http://catalog.illinois.edu/graduate/bus/concentration/badm/finance/finance/) Corporate Governance & International Business (http://catalog.illinois.edu/graduate/bus/concentration/badm/corporate-governance-international-business/)
- Management, MS (http://catalog.illinois.edu/graduate/bus/management-ms/)
  with optional concentrations: Accountancy (http://catalog.illinois.edu/graduate/bus/concentration/accy/accountancy/), Business Data Analytics (http://catalog.illinois.edu/graduate/bus/concentration/badm/business-data-analytics/), Business & Public Policy (http://catalog.illinois.edu/graduate/bus/concentration/badm/business-public-policy/), Corporate Governance & International Business (http://catalog.illinois.edu/graduate/bus/concentration/badm/corporate-governance-international-business/)
- Technology Management, MS (http://catalog.illinois.edu/graduate/bus/technology-management-ms/)
  with optional concentrations: Accountancy (http://catalog.illinois.edu/graduate/bus/concentration/accy/accountancy/), Business Data Analytics (http://catalog.illinois.edu/graduate/bus/concentration/badm/business-data-analytics/), Business & Public Policy (http://catalog.illinois.edu/graduate/bus/concentration/badm/business-public-policy/), Corporate Governance & International Business (http://catalog.illinois.edu/graduate/bus/concentration/badm/corporate-governance-international-business/)

Minors:
- Information Technology & Control (http://catalog.illinois.edu/graduate/bus/minors/badm/information-technology-control/)
- Corporate Governance & International Business (http://catalog.illinois.edu/graduate/bus/minors/badm/corporate-governance-international-business/)
- Supply Chain Management (http://catalog.illinois.edu/graduate/bus/minors/badm/supply-chain-management/)

Concentrations:
- Business Data Analytics (http://catalog.illinois.edu/graduate/bus/concentration/badm/business-data-analytics/)
- Corporate Governance & International Business (http://catalog.illinois.edu/graduate/bus/concentration/badm/corporate-governance-international-business/)
- Information Technology & Control (http://catalog.illinois.edu/graduate/bus/concentration/badm/information-technology-control/)
- Supply Chain Management (http://catalog.illinois.edu/graduate/bus/concentration/badm/supply-chain-management/)

Certificates:
- Digital Marketing, CERT (p. 1)
- Entrepreneurship & Strategic Innovation, CERT (http://catalog.illinois.edu/graduate/bus/badm/entrepreneurship-strategic-innovation-cert/)
- Financial Management, CERT (http://catalog.illinois.edu/graduate/bus/badm/financial-management-cert/)
- Global Challenges in Business, CERT (http://catalog.illinois.edu/graduate/bus/badm/global-challenges-business-cert/)
- Managerial Economics & Business Analysis, CERT (http://catalog.illinois.edu/graduate/bus/badm/managerial-economics-business-analysis-cert/)
- Strategic Leadership Management, CERT (http://catalog.illinois.edu/graduate/bus/badm/strategic-leadership-management-cert/)
- Value Chain Management, CERT (http://catalog.illinois.edu/graduate/bus/badm/value-chain-management-cert/)

Joint Degree Program:
- Accountancy, MS (iMSA) & Business Administration, MBA (iMBA) (http://catalog.illinois.edu/graduate/bus/joint-degree/accountancy-ms-business-mba-online/)

Admission

for the Campus Graduate Certificate in Digital Marketing (online)

Graduation Requirements
Minimum Cumulative GPA: 2.75
Minimum hours required for certificate completion: 12 hours

Students who have successfully completed this certificate may use the certificate courses to satisfy the following degree requirements, provided they apply and are admitted to the degree program:

- 12 hours of elective coursework requirements of the iMBA degree program
- 12 hours of elective coursework requirements of the iMSM degree program
- 12 hours of elective coursework requirements of the iMSA degree program

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<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tr>
<td>MBA 541</td>
<td>Marketing in a Digital World</td>
<td>2</td>
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<td>Digital Marketing Analytics</td>
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<td>MBA 543</td>
<td>Digital Media &amp; Marketing</td>
<td>4</td>
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<tr>
<td>MBA 544</td>
<td>Marketing in an Analog World</td>
<td>2</td>
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<tr>
<td><strong>Total Hours</strong></td>
<td></td>
<td><strong>12</strong></td>
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