Digital Marketing, CERT

For the Campus Graduate Certificate in Digital Marketing (online)

Associate Dean: W. Brooke Elliott
Email: giesonline@illinois.edu (%20giesonline@illinois.edu)
Department Website: https://giesbusiness.illinois.edu/graduate-hub/online (https://giesbusiness.illinois.edu/graduate-hub/online/)
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/)
College Website: https://giesbusiness.illinois.edu/
Department Office: 2302 Fox Drive, Suite D, Champaign, IL 61820
Phone: (217) 333-4240

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/)
- 12 hours of elective coursework requirements of the iMSM (http://catalog.illinois.edu/graduate/bus/management-ms/)
- 12 hours of elective coursework requirements of the IMSA (http://catalog.illinois.edu/graduate/bus/accountancy-ms/)

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-data-analytics/), 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/corporate-governance-international-business/), Supply Chain Management (http://catalog.illinois.edu/graduate/bus/concentration/badm/supply-chain-management/)
- Management, MS (http://catalog.illinois.edu/graduate/bus/business-analytics-ms/)
- Business Analytics, MS (http://catalog.illinois.edu/graduate/bus/business-analytics-ms/)
- Business Administration, PhD (http://catalog.illinois.edu/graduate/bus/business-administration-phd/)

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/)

Information listed in this catalog is current as of 02/2022
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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<td>MBA 541</td>
<td>Marketing in a Digital World</td>
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<td>Digital Marketing Analytics</td>
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<td>Digital Media &amp; Marketing</td>
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<tr>
<td>MBA 544</td>
<td>Marketing in an Analog World</td>
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<td>Total Hours</td>
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<td>12</td>
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