DIGITAL MARKETING, CERT

for the Campus Graduate Certificate in Digital Marketing (online)

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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/

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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

Graduate Degree Programs in Business Administration

Majors:

- Business Administration, MBA (http://catalog.illinois.edu/graduate/bus/business-administration-online-mba/) (online-iMBA)
- Business Analytics, MS (http://catalog.illinois.edu/graduate/bus/business-analytics-ms/)
- Management, MS (http://catalog.illinois.edu/graduate/bus/management-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/finance/finance/)
    - 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/finance/business-public-policy/)
    - Finance (http://catalog.illinois.edu/graduate/bus/concentration/finance/finance/)
    - 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/)
- 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/)
- Supply Chain Management (http://catalog.illinois.edu/graduate/bus/minors/badm/supply-chain-management/)
Concentrations:
- Business Data Analytics
- Corporate Governance & International Business
- Information Technology & Control
- Supply Chain Management

Certificates:
- Digital Marketing, CERT
- Entrepreneurship & Strategic Innovation, CERT
- Financial Management, CERT
- Global Challenges in Business, CERT
- Managerial Economics & Business Analysis, CERT
- Strategic Leadership Management, CERT
- Value Chain Management, CERT

Joint Degree Program:
- Accountancy, MS (iMSA) & Business Administration, MBA (iMBA)

Admission

Information listed in this catalog is current as of 07/2022