

# DIGITAL MARKETING, GCRT

for the Graduate Certificate in Digital Marketing (online)

The Digital Marketing 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 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.

## Admission

To learn more about this graduate certificate, including details about the admissions process, visit the Digital Marketing Graduate Certificate (<https://giesonline.illinois.edu/credential/digital-marketing-graduate-certificate/>) website.

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### 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

Code	Title	Hours
MBA 542	Digital Marketing Analytics	4
MBA 543	Digital Media & Marketing	4
MBA 545	Marketing in Our New Digital World	4
<b>Total Hours</b>		<b>12</b>

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2. Employ marketing analytics to visualize and use data.
3. Understand how digital channels are used in marketing.

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## Business Administration Department (<https://giesbusiness.illinois.edu/business-administration/>)

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## Gies College of Business

Gies College of Business website (<https://giesbusiness.illinois.edu/>)  
Gies College of Business Online Programs website (<https://giesonline.illinois.edu/>)

## Admissions

Graduate College Admissions & Requirements (<https://grad.illinois.edu/admissions/apply/>)

Gies College Admissions & Requirements (<http://catalog.illinois.edu/schools/gies-business/academic-units/>)