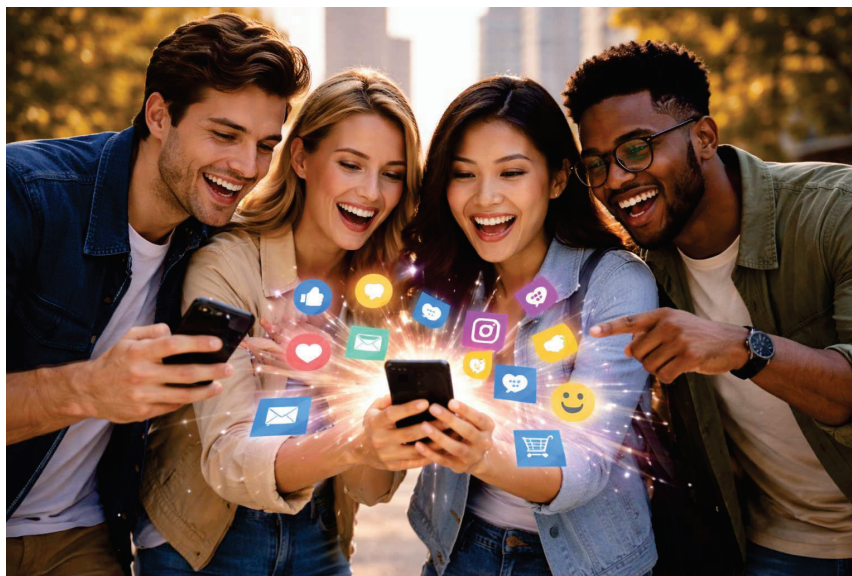




SCHOOL OF Business Administration



Certificate in Digital & AI Marketing

Learn how to reach customers, design campaigns, and make data-driven marketing decisions – skills valued in any industry.

Use your electives to graduate with two degrees: your major and a Certificate in Digital & AI Marketing!

This program is perfect for...

- Students from any major interested in marketing, branding, or digital strategy
- Exploring careers in digital marketing
- Students looking to build skills in data-driven decision-making

What you can learn

- Design and execute digital campaigns
- Analyze performance using data and analytics
- Connect marketing strategy to business outcomes

Create Smarter Marketing.

Build practical marketing skills and pursue an industry-recognized marketing certification, Google Analytics.

Program Curriculum

- BADM A350 – Principles of Marketing
- MKTG A360 – Direct & Digital Marketing
- MKTG A361 – Digital Marketing Analytics
- MGSC A442 – Strategic E-commerce and Generative AI Integration

