

# PROMOTIONS AND DIGITAL MARKETING UNDERGRADUATE ACADEMIC CERTIFICATE

---

All required coursework must be completed with a grade of 'C' or better (O-10-a (<https://catalog.uidaho.edu/general-requirements-academic-procedures/o-miscellaneous/>)).

Code	Title	Hours
MKTG 321	Marketing	3
MKTG 420	Integrated Marketing Communication	3
MKTG 423	Digital Marketing Strategy	3
Choose one course from the following:		3
MKTG 324	Consumer Behavior	
MKTG 424	Pricing Strategy and Tactics	
MKTG 425	Retail Distribution Management	
MKTG 426	Marketing Channels Management	
MKTG 427	Services Marketing	
MKTG 495	Product Development and Brand Management	
<b>Total Hours</b>		<b>12</b>

## Courses to total 12 credits for this certificate

1. Students completing the Promotions and Digital Marketing Strategy will be able to demonstrate an understanding of the promotional mix.
2. Students completing the Promotions and Digital Marketing Strategy will be able to apply digital marketing strategies within the overall marketing strategy.
3. Students completing the Promotions and Digital Marketing Strategy will be able to establish, execute, and quantitatively evaluate the digital marketing mix.