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 3210	Marketing	3
MKTG 4200	Integrated Marketing Communication	3
MKTG 4230	Digital Marketing Strategy	3
Choose one course from the following:		3
MKTG 3240	Consumer Behavior	
MKTG 4240	Pricing Strategy and Tactics	
MKTG 4250	Retail Distribution Management	
MKTG 4260	Marketing Channels Management	
MKTG 4270	Services Marketing	
MKTG 4950	Product Development and Brand Management	
Total Hours		**12**

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.