

DIGITAL/SOCIAL MEDIA MARKETING, CERTIFICATE

The Digital/Social Media Marketing (DSM) certificate program involves a deep dive into the ever-evolving world of digital marketing, with courses in marketing strategy, digital/social media marketing strategy, digital marketing analytics, and advanced digital marketing. Students earning a graduate certificate in digital/social media marketing will be prepared to contribute to the digital marketing efforts of firms in nearly every industry.

Admissions

To be considered for admission, applicants must hold a bachelor's degree from an accredited college or university. Previous academic history, one letter of recommendation, demonstrated motivation and aptitude to undertake graduate-level work, and professional experience are all taken into consideration.

To apply, you must complete an application and provide transcripts from each undergraduate and graduate academic institution as well as a professional resume, one letter of recommendation from an individual that can assess your readiness for a Master's level certificate program, and a statement of purpose. GMAT or GRE scores are not needed.

Current graduate students may combine their degree with a graduate certificate. Courses completed for the certificate may be applied towards the elective requirements.

Curricular Requirements

- Prerequisites: demonstrated ability to handle quantitative material (ascertained from student application)
- Minimum Required Hours: 12 credit hours
- All 12 credit hours earned in this certificate program may be used directly toward the completion of the Marketing (M.S.) degree program.
- The overlap of the certificate with the associated degree program is intentional as the certificate may serve as a stepping stone to the full degree program for those that are non-degree students. This is a stackable credential approach to graduate education that offers individuals knowledge advancement and flexibility.

DIGITAL/SOCIAL MEDIA MARKETING CERT		Hours
MKT 540	Intro to Digital/Social Media	3
MKT 542	Digital/Social Media Analytics	3
MKT 543	Adv Digital and Social Media	3
Credit Hours Subtotal:		9
Choose one course below		3
MKT 518	Mktng Mgmt & Decision Making	
MKT 587	Advanced Market Strategies	
Total Hours		12

Transfer Credit

No transfer credit is accepted. See the Graduate School's Policy on Transfer of Credit.

Time Limit

See the Graduate School Policy on Time Limits.

Academic Misconduct Information

Student academic misconduct is not permitted. In the event of perceived academic misconduct, the University's Academic Misconduct Policy will be followed. More information is available [here](#).

Withdrawal of Leave of Absence Information

Students who need to withdraw from a course at the university or take a leave of absence should contact their academic advisor within the Manderson Graduate School of Business. Additional information is available on the Graduate School website related to withdrawals and leaves of absence.

Academic Grievances Information

Academic grievances are addressed according to the "University-Wide Academic Grievance Procedures" outlines in the University of Alabama Faculty Handbook.

Grades and Academic Standing

See [here](#) for Graduate School Policy information