

Digital Marketing & Analytics

UNDERGRADUATE CERTIFICATE

Become a Digital Marketing Leader



UConn’s Marketing Department gives you the solid training you need to excel in digital marketing and analytics. Broaden your experience at the #1 undergraduate public business program in New England* with faculty internationally recognized for their expertise in digital marketing and analytics. Highlights of the Digital Marketing & Analytics Certificate include:

- A comprehensive approach that includes digital products and services, dynamic pricing, online distribution, social media and digital communication. Learn to think strategically about digital marketing and analytics.
- Research-based insights that support your learning.
- An emphasis on the critical thinking, communication, and data-driven analytical approaches that leading businesses want.

For more information, visit: www.business.uconn.edu/dma

CERTIFICATE REQUIREMENTS

RECOMMENDED COURSE SEQUENCE	REQUIRED COURSE WORK	BUSINESS MAJORS	NON-BUSINESS MAJORS
Junior - 1st or 2nd Semester	Introduction to Marketing Management	MKTG 3101	BADM 3750
Junior - 2nd Semester or Senior - 1st Semester	Digital Marketing	MKTG 3665	BADM 3665
Senior - Spring Semester	Marketing & Digital Analytics	MKTG 3661 ^a	BADM 3661 ^a
Junior - 2nd Semester or Senior - 1st or 2nd Semester	Marketing Electives <ul style="list-style-type: none"> • Integrated Marketing Communication in the Digital Age • Strategic Brand Management • Professional Selling • Field Study Internship 	Choose 1 <ul style="list-style-type: none"> • MKTG 3625 • MKTG 3757 • MKTG 3452 • MKTG 4891 	Choose 1 ^b <ul style="list-style-type: none"> • BADM 3625 • BADM 3757 • BADM 3452 • BADM 4891

^a MKTG 3260, COMM 3000Q, or another research methods course is *strongly recommended* as preparation for this course.

^b Non-Business Majors can earn a Minor in Digital Marketing & Analytics by taking 2 of the 4 marketing elective courses.