

## DIGITAL MARKETING ONLINE GRADUATE CERTIFICATE

The Digital Marketing Graduate Certificate is a fully online program designed for professionals who want to enhance their skills and advance their careers in a high-demand field. You will learn the latest tools in digital marketing while mastering the skills necessary for making data-driven decisions and creating targeted campaigns. In many cases, credit hours from the certificate may count towards a concurrent or subsequent graduate degree.

### 1 FLEXIBLE ONLINE LEARNING

Learn in a flexible and affordable online program designed for working professionals with busy schedules. Synchronous and asynchronous courses allow for engaging discussions while you gain a valuable credential that makes you more competitive in the digital marketing landscape.

### 2 MEET TODAY'S GROWING DEMAND

According to the U.S. Bureau of Labor Statistics, employment in advertising, promotions and marketing management occupations is expected to grow 8% by 2033. Acquire the advanced digital marketing and strategy skills you need to lead in today's marketing industry.

### 3 DEEPEN YOUR KNOWLEDGE

Master key concepts in marketing research, analytics, and insights courses. Consolidate everything in a final digital marketing capstone course. The industry-relevant curriculum offers practical knowledge you can apply immediately. Key courses include Customer Analytics and Insights, Marketing Management, and Digital Marketing—offering a comprehensive foundation to navigate and lead within the dynamic digital marketing industry.

### 4 FACULTY WITH INDUSTRY EXPERIENCE

Learn from Price College of Business faculty who are leaders in their field and routinely sought after to speak at major global conferences and consult with government agencies and businesses. The faculty includes editors of major business journals and former industry leaders.



## QUICK FACTS

- **FORMAT:** 100% online
- **CREDIT HOURS:** 12
- **TIME TO COMPLETE:** 11+ months
- **CLASSES:** Six courses required
- **COST:** \$1,015 per credit hour
- **PROGRAM START TERMS:** Spring

Scan the QR code or learn more at [online.ou.edu](https://online.ou.edu)



## QUESTIONS?

For more information, email [Price.Graduate.Programs@ou.edu](mailto:Price.Graduate.Programs@ou.edu) or visit [online.ou.edu](https://online.ou.edu) to learn more about the program, explore other degrees and certificates offered by OU Online or to apply.