

Digital Marketing Certificate

Student Learning Outcomes

Upon completion of the undergraduate certificate in Digital Marketing, the graduate will be able to do the following:

1. Understand relevant concepts related to digital marketing and social media as part of a marketing strategy
2. Demonstrate skill in the development and assessment of a social media marketing plan
3. Implement strategic plans involving social media and present them in written and verbal form

Find Out More about Digital Marketing Certificate at UWF:

<http://uwf.edu/cob/departments/marketing-and-economics/certificate-programs/digital-marketing/>