Digital Media Management, Graduate Certificate (Boston)

The digital media marketspace can present unexpected challenges to standard business models. The Graduate Certificate in Digital Media Management offers courses designed to help managers apply best business practices to these nontraditional challenges. Students are offered an opportunity to gain skills in managing functionally diverse digital media teams, responding effectively to response-critical projects, and implementing marketing strategies in various media channels.

Program Requirements

Complete all courses and requirements listed below unless otherwise indicated.

Required Courses

Code	Title	Hours
DGM 6700	Integrated Marketing Fundamentals	3
DGM 6705	Search Engine Optimization and Brand Strategy	3
Complete two of the following:		6
DGM 6710	Applied Digital Branding	
DGM 6715	Introduction to Customer Experience	
DGM 6720	Managing Digital Media Projects	
DGM 6725	Marketing Automation for Customer Service	
DGM 6730	Advanced Analytics and Search Engine Optimization	

Program Credit/GPA Requirements

12 total semester hours required
Minimum 3.000 GPA required