

# Digital Media Management, Graduate Certificate

The digital media market space 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 the opportunity to gain skills in managing functionally diverse digital media teams, responding effectively to response-critical projects, and implementing marketing strategy in a variety of media channels.

Courses in the program were selected by faculty from the College of Professional Studies' Master of Professional Studies in Digital Media. The certificate consists of courses selected from the MPS in Digital Media (<https://catalog.northeastern.edu/graduate/professional-studies/masters-degree-programs/digital-media-mps/>) curriculum.

## Program Requirements

- Concentrations and course offerings may vary by campus and/or by program modality. Please consult with your advisor or admissions coach for the course availability each term at your campus or within your program modality.
- Certain options within the program may be *required* at certain campuses or for certain program modalities. Please consult with your advisor or admissions coach for requirements at your campus or for your program modality.

Complete all courses and requirements listed below unless otherwise indicated.

## Required Courses

Code	Title	Hours
DGM 6279	Project Management for Digital Media	4
DGM 6280	Managing for Digital Media	4
DGM 6285	Interactive Marketing Fundamentals	4
Complete one of the following:		4
DGM 6230	Digital Media Entrepreneurship	
DGM 6290	Social Media and Brand Strategy Implementation	

## Program Credit/GPA Requirements

16 total quarter hours required

Minimum 3.000 GPA required