

Graduate Certificate in Digital Marketing

JOHN F. WELCH COLLEGE OF BUSINESS



Program Overview

Rapidly changing media habits have completely redefined the marketing landscape. To effectively compete in today's digital economy, marketers must be well-versed in an array of digital strategies—from mobile marketing and social media to blogs and search engine optimization.

Led by dedicated Sacred Heart University faculty—recognized leaders in their field—as well as senior-level practitioners, this four-course (12 credits) certificate program is designed to provide you with a solid foundation in digital marketing, along with exposure to the latest analytics and digital marketing topics. Whether you're a recent graduate, an accomplished marketing professional or interested in changing careers, you will expand your portfolio of digital marketing techniques and strategies—equipping you to pursue a career in digital marketing or continue on to a master's degree program.

Upon successful completion of the certificate program, you may apply your 12 credits toward Sacred Heart University's 36-credit master's program. Students who successfully complete the certificate program with a GPA above 3.5 will be waived from taking the GMAT.

Program courses will primarily be offered in Stamford, Connecticut, at our Graduate Center in Landmark Square.

Course Offerings (12 credits)

- * MK 661 Marketing Management* (3 credits)
- * MK 670 Digital Marketing (3 credits)
- * MK 671 Marketing Analytics (3 credits)
- * MK 680 Applied Topics in Marketing (3 credits)

*For students with substantial work experience in marketing, an additional MK 680 course may be substituted for MK 661 with the consent of the program director.

JOHN F. WELCH COLLEGE OF BUSINESS FAST FACTS

Among an elite membership of fewer than five percent of business schools worldwide, the Welch College is accredited by AACSB International, the premier global accrediting body for schools of business. In 2013, the Welch College of Business (WCOB) was included among *The Princeton Review's* 295 Best Business Schools. In addition to digital marketing, professional certificates can be earned in accounting, core business skills, finance, global investments, human resource management, leadership/management and marketing.

ADMISSION REQUIREMENTS

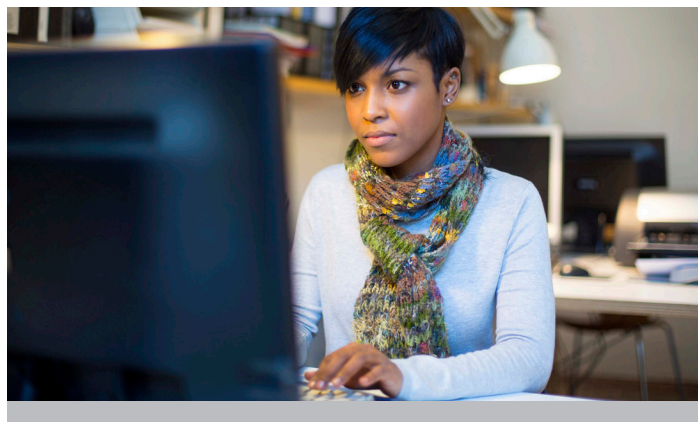
Application requirements are as follows:

- * A bachelor's degree from a regionally accredited four-year college or university
- * A complete application for graduate study: <http://apply.sacredheart.edu>
- * Official transcripts from all colleges and universities attended
- * Two letters of recommendation
- * Professional résumé
- * Personal statement of interest in and qualifications for the graduate program

Admission requires approval by the John F. Welch College of Business.

TUITION AND FINANCIAL ASSISTANCE

A limited number of research and staff assistantships are available to full-time graduate students on a competitive basis. Student loans, deferred payment plans and a variety of other programs are available through the Office of Student Financial Assistance at 203-371-7980.



Sacred Heart
UNIVERSITY

Sacred Heart University
Office of Graduate Admissions
5151 Park Avenue | Fairfield, CT 06825
www.sacredheart.edu/graduate

FOR MORE INFORMATION:
Visit www.sacredheart.edu/gradcounselor
to find the dedicated admissions
representative in charge of your program.