

# DIGITAL MARKETING & ANALYTICS, CERTIFICATE

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## Requirements

Code	Title	Hours
DMG 710	Strategic Digital Marketing	3
DMG 712	Digital Marketing Research, Journey Mapping, and Consumer Analytics	3
DMG 720	Marketing Analytics and Data Visualization	3
DMG 730	Digital Marketing Tools and Campaign Analytics: SEM, Display, and Retargeting	3
<b>Total Hours</b>		<b>12</b>