

INTERACTIVE MARKETING CERTIFICATE

Program Website: <https://www.towson.edu/cbe/departments/marketing/grad/marketing-certificate/>

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Similar to the Master of Science in Marketing Intelligence, the embedded Post-Baccalaureate Certificate in Interactive Marketing is designed to develop marketing professionals who can create, implement and evaluate data-driven marketing strategies.

The Certificate focuses on the digital marketing skills and strategies and offers an introduction to data base structure. Students then have the option to pursue the M.S. in Marketing Intelligence.

Requirements

Admission Requirements

Application deadlines and a full listing of materials required for admission can be found on the website.

Degree Requirements

The Post-Baccalaureate Certificate in Interactive Marketing is a 15-unit program. Students who complete the certificate program can continue on to the master's degree program in Marketing Intelligence if they so choose.

Code	Title	Units
Required Courses		
MKTG 605	MARKETING INTELLIGENCE STRATEGY	3
MKTG 710	DIGITAL MARKETING	3
AIT 632	DATABASE MANAGEMENT SYSTEMS	3
or MKTG 610	DATABASE QUERYING AND VISUALIZATION	
COSC 710	SOCIAL NETWORK ANALYSIS	3
or EBTM 740	CUSTOMER RELATIONSHIP MANAGEMENT	
or MKTG 720	CONSUMER SENTIMENT ANALYSIS	
Applied Courses		
Select one of the following:		3
MKTG 781	DIGITAL MARKETING PROJECT	
MKTG 791	DIGITAL MARKETING INTERNSHIP	
Total Units		15

Learning Outcomes

Graduates of the program will be able to:

1. Effectively communicate solutions to business problems.
2. Evaluate marketing strategies in relation to current legal and ethical standards of practice.
3. Recommend and utilize interactive marketing techniques and tools.