

Digital Marketing Graduate Certificate

A Hybrid, Part-time, Two-semester Professional Certificate (12 credit hours)

ADMISSIONS REQUIREMENTS

- Complete a graduate application for admission
- Unofficial transcripts for initial admission
- Resume/C.V.
- Language Proficiency Requirement must be met. Submission of TOEFL, IELTS, PTE, or Duolingo English Test may be required. See our policy for full details: <https://www.su.edu/admissions/international-students>

PROGRAM PREREQUISITES

- Completion of a bachelor's degree from a regionally accredited institution – all majors welcome

PROGRAM DESCRIPTION

Prepare for a career in digital marketing with this hands-on approach to digital marketing tactics including SEO, SEM, social media, online, email, mobile, and content marketing.

Courses are taught in 8-week modules at our main campus in Winchester, at our Scholar Plaza campus in Leesburg, or online via Zoom. The hybrid program format allows students to attend in-person or synchronously via Zoom one night per week and the program can be completed in 2 total semesters. Earn certifications in Google Ads, Google Analytics, and HubSpot Inbound Marketing.

Course requirements:

- MKT 531 Digital Marketing Strategy
- MKT 533 Social Media and Digital Advertising
- MKT 535 Digital Analytics
- MKT 537 Digital Marketing Practicum

Students with no marketing experience may need to complete an additional 1.5 credit course (MKT 202) or an on-demand marketing course from [IVY](#).

Credits can be applied as electives to the Master of Business Administration program.

ADMISSION & APPLICATION

Fall, Spring, & Summer Admission

FALL DEADLINES

- August 15

SPRING DEADLINES

- January 5

SUMMER DEADLINES

- May 15

PREREQUISITES: Bachelor's Degree

GMAT: Not Required

Applying to Shenandoah

Begin the online application process by going to www.su.edu/grsobapp.

Foreign Transcripts

International transcript evaluation by an accredited agency is an admission requirement. Approved services are listed at www.naces.org and <http://aice-eval.org/>.

Contact Us

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