

DIGITAL AND SOCIAL MEDIA MARKETING CERTIFICATE

Innovation and Entrepreneurship

Course	Title	Credits
BU 5700	Marketing Techniques	3
BU 5220	The Legal Environment of Business	3
or BU 5690	Customer Relationship Marketing	
BU 5360	Social Media Marketing	3
BU 5365	Strategic Digital Marketing	3

MBA students also pursuing this certificate should take BU 5220 (not BU 5690) and should also pursue BU 5360 and BU 5365 as their MBA electives.

Total Credits	12
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