



GEORGETOWN UNIVERSITY
School of Continuing Studies
Center for Continuing and Professional Education

Updates to the Certificate in Digital Marketing Curriculum

Georgetown University CCPE will update the Certificate in Digital Marketing curriculum in recognition of emerging industry patterns and student feedback. The changes will begin summer 2016. Please view the revised certificate curriculum below:

Summer 2016 - Certificate in Digital Marketing

Required (4)		Elective (2)	
XMKT-719	Applied Marketing Analytics & Reporting	XMKT-715	Code Literacy: An Introduction to HTML & CSS
XMKT-720	Customer Relationship & Database Marketing	XCPD-732	Social, Mobile and Search Marketing
XMKT-721	Digital Marketing Strategy	XMKT-733	Loyalty & Loyalty Program Management
XMKT-718	Applied Digital Marketing Capstone	XMKT-717	Web & Mobile Design and Usability

Certificate in Digital Marketing – Prior to Summer 2016

Required (4)		Elective (2)	
XMKT-719	Advanced Marketing Analytics & Reporting	XMKT-718	Advanced Digital Marketing Strategies
XMKT-720	Customer Relationship & Database Marketing	XMKT-715	Code Literacy: An Introduction to HTML & CSS
XMKT-721	Digital Marketing Strategy	XDCP-524	Building Strong Brands
XMKT-717	Web & Mobile Design and Usability	XCPD-732	Social, Mobile and Search Marketing

Digital Marketing students who begin coursework before May 15, 2016 will be grandfathered under the old certificate requirements.

For additional information or to address questions about your curriculum and program requirements contact CCPE at (202) 687-7000 or ccpeprograms@georgetown.edu.