Stand out online for all the right reasons.

Today’s savvy consumer makes purchases based on convenience and research, and much of this action happens digitally. In the fourth quarter of 2014 alone, e-commerce sales generated $79.6 billion across the U.S. Consumers have access to an increasing array of digital channels; digital marketers can help companies stand out in this crowded online space. Our Digital Marketing Certificate (undergraduate) teaches you how to leverage social media, measure marketing impact and communicate effectively — skills that can help you drive results.

Our certificate program prepares graduates for a variety of careers in marketing, such as:

- Marketing director
- Marketing manager
- Marketing coordinator
- Market development manager
- Commercial marketing specialist

Learn tangible skills:

- Drive results via social media.
- Measure marketing’s impact.
- Market via the right digital tools.
- Craft creative advertising strategies.

Study a solid core curriculum:

- Marketing strategies
- Social media
- Search engine optimization
- Web analytics for digital marketing
- Advertising and creativity

Build key business skills:

- Critical thinking
- Problem-solving
- Communication
- Information utilization
- Collaboration

Visit phoenix.edu/business/info or call 800.475.0817 to speak with your Enrollment Representative.

See reverse for more information.
Benefits of being a Phoenix:

- Learn from our dedicated business faculty who average 20 years of practical experience in the fields in which they teach.
- Leverage the knowledge and insights of our Alumni Network — more than 890,000 strong — via programs like the Alumni Association’s Alumni Mentor Program and more than 40 ground-based chapters.
- Take classes online, on campus or both — and our 24/7 mobile app helps you stay connected to class on the go.
- Have your prior academic and professional experience evaluated and potentially applied toward your degree.
- Try us, risk-free, for three weeks without any financial obligation.*
- Gain the industry skills and knowledge you need to be successful.
- Find student support online and at ground locations nationwide.
- Prepare for your career by using exclusive career resources like our Phoenix Career Guidance System™, our dedicated team of Career Advisors and complimentary career fairs.
- Learn from a program that is built for adult learners and teaches skills applicable to the retail industry.

<table>
<thead>
<tr>
<th>Program Requirements</th>
<th>Minimum Credits</th>
</tr>
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<tbody>
<tr>
<td>Core coursework</td>
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<tr>
<td>Electives</td>
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<td>Total</td>
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Coursework includes, but is not limited to:

- MKT 421 Marketing
- MKT 440 Fundamentals of Digital Marketing
- MKT 498 Integrated Marketing Strategies

**ELECTIVE COURSES:**

- MKT 446 Search Engine Optimization
- MKT 447 Advertising & Creative Strategy
- MKT 435 Consumer Behavior
- MKT 448 Web Analytics for Digital Marketing
- MKT 455 Internet Marketing
- MKT 443 Social Media Marketing

*Certain conditions apply. To find out if you’re eligible, visit phoenix.edu/riskfree.

For more information about our on-time completion rates, the median debt of students who completed the program, and other important information, please visit our website at http://www.phoenix.edu/programs/continuing-education/certificate-programs/business-and-management/cert-dmkt.html.

Certificate programs are widely available in an online format but generally not available at our campus locations. Please check with a University Enrollment Representative.

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