

DIGITAL MARKETING, GRADUATE CERTIFICATE

Dr. Peng Huang, Program Director
Rothwell Hall, 416
(479) 968-0688
phuang3@atu.edu

Curriculum

Code	Title	Hours
MKT 6103	Digital Marketing Strategy	3
MKT 6323	Applied Predictive Analytics	3
MKT 6113	Strategic Social Media Marketing	3
MKT 6153	Consumer Insights	3
Total Hours		12