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CSU Global’s 16-credit undergraduate certificate in digital marketing gives you the skills to design and deliver impactful marketing strategies that get results. You’ll master essential tools—SEO, PPC, social media, and data analytics—while learning how to boost brand visibility, engage audiences, and drive measurable success.

In this program, you will:

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- **Use analytics to track** performance, refine campaigns, and maximize ROI.
- **Apply branding, customer retention, and digital communication strategies** to reach and engage your target market.

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#3

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Courses

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MKG370	Website and Content Marketing
MKG380	Social Media Marketing
MKG420	Digital Marketing
MKG430	Market Research Through Digital Metrics and Analytics
COM225	Disagree Better

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CSU Global has completely changed my way of approaching life’s challenges in terms of decision-making and career opportunities.”

— James Tankou, CSU Global alumni

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