

# DIGITAL MARKETING, POST-BACCALAUREATE CERTIFICATE

The digital marketing post-baccalaureate certificate from Saint Louis University focuses on understanding and marketing to consumers in a digital and social media context. Students will gain a broad understanding of consumers and consumer analysis, digital and social media marketing strategy and the application of data analytics in making effective decisions for marketing to consumers.

The SLU certificate lies at the intersection of using data to make informed decisions about consumers and marketing in a digital space. This understanding is essential for businesses to more effectively communicate with current and prospective customers in today's ever-evolving online marketplace. This certificate will be offered in an online modality.

## Admission Requirements

The Chaifetz School uses a holistic admissions approach to carefully evaluate all applicants, considering every aspect of their application. While an undergraduate degree is required for admission, a business background is not. Applicants must submit their:

- Completed online application (<https://gradapply.slu.edu/apply/>)
- Transcript(s) from all previously attended institutions
- 1-2 letters of recommendation
- Résumé/CV
- Professional goal statement of fewer than 500 words

Applications are reviewed on a rolling basis once all application materials are received. The average time for admissions decisions is two weeks.

## Tuition

Tuition	Cost Per Credit
School of Business Master's and Certificate Programs	\$1,390

Additional charges may apply. Other resources are listed below:

Information on Tuition and Fees (<https://catalog.slu.edu/academic-policies/student-financial-services/tuition/>)

Miscellaneous Fees (<https://catalog.slu.edu/academic-policies/student-financial-services/fees/>)

Information on Summer Tuition (<https://catalog.slu.edu/academic-policies/student-financial-services/tuition-summer-current/>)

## Scholarships and Financial Aid

For more information about Saint Louis University scholarships and financial aid, please visit the Office of Student Financial Services (<https://www.slu.edu/financial-aid/types-of-aid/>).

## Accreditation

The Richard A. Chaifetz School of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB), the world's largest business education alliance and accrediting body

of business schools, ensuring continuous quality improvement in terms of curriculum, instructional resources, student selection, career placement and intellectual contributions and qualifications of the faculty. Approximately 5% of business schools worldwide have achieved AACSB accreditation.

## Learning Outcomes

- Graduates will develop an understanding of digital marketing concepts.
- Graduates will be able to apply digital marketing concepts in the context of case and problem analysis.
- Graduates will develop oral and written business communication skills on digital marketing case and problem analysis.

## Requirements

Code	Title	Credits
MKT 6400	Social Media and Digital Marketing	3
MKT 6410	SEO and Content Marketing Strategy	3
MKT 6650	Brand Management in the Digital Age	3
<b>Total Credits</b>		<b>9</b>

## Continuation Standards

Students must maintain a cumulative grade point average (GPA) of 3.00 in all graduate/professional courses.

## Roadmap

This roadmap is just one example of a semester-by-semester plan of study for this program. There are other plans students can and do take. The plan of study for each particular student is established in consultation with each student's academic advisor; *this roadmap does not replace academic advising appointments.*

*Roadmap notes:*

- This Roadmap assumes full-time enrollment unless otherwise noted.
- Courses/Milestones marked with an "!" are critical and must be completed in the semester listed in the Roadmap to ensure a timely graduation.
- Course availability and sequencing are subject to change.

Course	Title	Credits
<b>Year One</b>		
<b>Fall</b>		
MKT 6400	Social Media and Digital Marketing	3
MKT 6410	SEO and Content Marketing Strategy	3
<b>Credits</b>		<b>6</b>
<b>Spring</b>		
MKT 6650	Brand Management in the Digital Age	3
<b>Credits</b>		<b>3</b>
<b>Total Credits</b>		<b>9</b>

## Contact Us

For additional admission questions, please contact:

**Chaifetz Business Programs Office**  
Graduate Business Admission Team  
314-977-3800

gradbiz@slu.edu

Request Information ([https://www.slu.edu/business/graduate/request-info.php?\\_ga=2.149964213.2062578250.1775057932-127231973.1726158023](https://www.slu.edu/business/graduate/request-info.php?_ga=2.149964213.2062578250.1775057932-127231973.1726158023))