


DIGITAL AND SOCIAL MEDIA MANAGEMENT MICRO- CREDENTIAL

The digital and social media management micro-credential will help you learn to effectively use digital media tactics for marketing functions of business.

This micro-credential is part of the personalization series. For more information about personalization series micro-credentials, see the Micro-credential Series section of the Additional Offerings (<https://catalog.purdueglobal.edu/additional-offerings/>) page and the Micro-credential Bulletin (<https://catalog.purdueglobal.edu/bulletin/>).

Requirements

The  icon appears in the title of traditional courses that are also available as a set of module courses. Module course availability may be limited to certain academic calendars. See Course Types (<https://catalog.purdueglobal.edu/policy-information/university-information/approach-to-learning/>) for information about module courses.

Code	Title	Credits
MT219	 Marketing	5
MT355	 Marketing Research	6
MT357	Digital Marketing	6
MT358	Social Media Marketing	6
MT359	Integrated Promotional Communications	6
TOTAL CREDITS		29

Certification, State Board, and National Board Exams

Certain state certification and licensure boards have specific educational requirements for offerings to lead to a license or nongovernmental certification that is a precondition for employment in a recognized occupation.

Unless otherwise specified, Purdue Global's offerings are not designed to meet any specific state's licensure or certification requirements. If certain licensed occupations, vocations, or professions are not explicitly listed, Purdue Global has not reviewed the licensure or certification requirements of those occupations, vocations, or professions, nor intended the offering to meet such requirements.

You are responsible for understanding the requirements of optional certification exams. Such requirements may change during the course of your studies. You are not automatically certified in any way upon completion of an offering. Although certain offerings are designed to prepare you to take various optional certification exams, Purdue Global cannot guarantee you will be eligible to take these exams or become certified. Your eligibility may depend on your work experience, completion of education and/or degree requirements, not having a criminal record, meeting other certification requirements, or the program or the University itself having appropriate accreditation or licensure.