



Created by: Academic Advising
2021 to 2022 Academic Year

The information included in this list is subject to change

DIGITAL MARKETING POST-DIPLOMA CERTIFICATE PROGRAM COURSE LIST **EFFECTIVE FALL 2021**

All courses in the Digital Marketing Post-Diploma Certificate (DMP) Program must be completed within three years of your start date.

Recommended Term:	Course Code:	Course Name:	Course Credit Weight:	Availability:	Passing Grade:	Pre-requisites:	Co-requisites:	Completion Checklist:
			Full time is 9 credits or more Part-time is 8 credits or less.	Fall/ Winter		A course that a student must pass before registering in a more advanced course.	A course that a student must be registered in at the same time as another course or completed beforehand.	

1	DATA3301	Digital Marketing Analytics	3 credits	Fall	D (50% or higher)			
	DESN2301	User Experience Design	3 credits	Fall	D (50% or higher)			
	DESN3204	Web Design and Development for Digital	3 credits	Fall	D (50% or higher)			
	DESN3206	Digital Media Production	3 credits	Fall	D (50% or higher)			
	MKTG2301	Digital Marketing Communications	3 credits	Fall	D (50% or higher)			
2	DATA3302	Design Process Analytics	3 credits	Winter	D (50% or higher)			
	DESN3205	Advanced Web Design and Development for	3 credits	Winter	D (50% or higher)	DESN3204		
	DESN3207	Advanced Digital Media Production	3 credits	Winter	D (50% or higher)	DESN3206		
	DESN3208	Advanced User Experience Design	3 credits	Winter	D (50% or higher)	DESN2301		
	MKTG3999	Digital Marketing Capstone	3 credits	Winter	D (50% or higher)	DATA3301, DESN2301, DESN3204, DESN3206, MKTG2301	DATA3302	