


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

Certification and licensure boards have state-specific educational requirements for offerings that lead to a license or certification that is a precondition for employment. Prospective and current students must review Purdue Global's State Licensure and Certifications (<https://www.purdueglobal.edu/about/accreditation/licensure-state-authorizations/>) site to view program and state-specific licensure information.

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, and meeting other certification requirements.