



UTAH SYSTEM OF
HIGHER EDUCATION

Utah System of Higher Education
The Gateway, Salt Lake City, UT 84101
801-646-4784

Digital Marketing and Analytics

Technical Certificate (Catalog Year: 2026)

Foundational Courses (18 Credits / 540 Clock-Hours)

		Credits	Clock-Hours
TEDM 1010	Introduction to Marketing	2	60
TEDM 1030	Content Marketing and Marketing Analytics	4	120
TEDM 1040	Email Marketing	2	60
TEDM 1050	Search Engine Optimization	2	60
TEDM 1060	Digital Advertising	3	90
TEDM 1070	Social Media Marketing	3	90
TEDM 1080	Advanced Digital Marketing	2	60

Supplemental Courses Varies by Institution

Mountainland (2 Credits / 60 Clock-Hours)

		Credits	Clock-Hours
TEDM 1020	Marketing Design	2	60

Snow (4 Credits / 120 Clock-Hours)

		Credits	Clock-Hours
TEDM 1110	Digital Media Tools	4	120