



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: 2027)

### **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         |