



Utah System of Higher Education

The Gateway, Salt Lake City, UT 84101

801-646-4784

| Curriculum Evaluation | | Digital Marketing and Analytics | | | |
|---|---|--|--------|---------|-------------------------------|
| <i>Certificate of Completion (Catalog Year: 2024, Required Hours: 600, Credits: 20)</i> | | | | | |
| Foundational Courses (Required Hours: 600, Credits: 20) | | | | | |
| <i>Aligned Courses (Required Hours: 600, Credits: 20)</i> | | Credits | Hours | Modules | Prerequisite Course Number(s) |
| TEDM 1010 | Introduction to Marketing | 2.00 | 60.00 | 0 | |
| TEDM 1020 | Marketing Design | 2.00 | 60.00 | 0 | |
| TEDM 1030 | Content Marketing and Marketing Analytics | 4.00 | 120.00 | 0 | |
| TEDM 1040 | Email Marketing | 2.00 | 60.00 | 0 | |
| TEDM 1050 | Search Engine Optimization | 2.00 | 60.00 | 0 | |
| TEDM 1060 | Digital Advertising | 3.00 | 90.00 | 0 | |
| TEDM 1070 | Social Media Marketing | 3.00 | 90.00 | 0 | |
| TEDM 1080 | Advanced Digital Marketing | 2.00 | 60.00 | 0 | |