



UTAH SYSTEM OF
HIGHER EDUCATION

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

Digital Marketing and Analytics

Certificate of Completion (Catalog Year: 2024)

Foundational Courses (20 Credits / 600 Clock-Hours)

Aligned Courses (20 Credits / 600 Clock-Hours)

		Credits	Clock-Hours
TEDM 1010	Introduction to Marketing	2	60
TEDM 1020	Marketing Design	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