



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 |