



Utah System of Higher Education

The Gateway, Salt Lake City, UT 84101

801-646-4784

Curriculum Evaluation

Digital Marketing and Analytics

Certificate of Completion (Catalog Year: 2025, Required Hours: 600, Credits: 20)

Foundational Courses (Required Hours: 600, Credits: 20)

<i>Foundational 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	