Certificate Program in Digital Marketing Communication Strategies

For those who have completed at least a high school or upper secondary level or an associate degree or equivalent or from non-formal education or self-study and have been compared to transfer the results of the study.

(1) Program Structure

The program requires at least 5 courses or 30 credits comprising the following:

Area-specific Courses

5 courses

(30 credits)

(2) Program Details

Area-specific Courses 5 courses (30 credits)

15206 Creative Content

15335 Communication Research and Data Management in Digital Era

16353 Marketing Communication in Digital Era

16426 Brand Communication*

16455 Creative Content and Streaming

Note: * Professional skill training is required.

Last updated: 19-July-2023