

SMU Digital Marketing Certificate
September 12, 2022 to February 20, 2023

Required Courses

Mondays	6:00 p.m. to 9:00 p.m.
September 12	Digital Marketing: Strategy and Management
September 19	Digital Marketing: Strategy and Management
September 26	Digital Marketing: Strategy and Management
October 3	Digital Marketing: Strategy and Management
October 10	Digital Marketing: Strategy and Management
October 17	Digital Marketing: Strategy and Management
October 24	Digital Marketing: Strategy and Management
October 31	<i>No class</i>
Mondays	6:00 p.m. to 9:00 p.m.
November 7	Best Practices in Social Media & Digital Communications
November 14	Best Practices in Social Media & Digital Communications
November 21	<i>No class</i>
November 28	Best Practices in Social Media & Digital Communications
December 5	Best Practices in Social Media & Digital Communications

December 12	Best Practices in Social Media & Digital Communications
December 19	Best Practices in Social Media & Digital Communications
December 20-January 8	Winter Break
Mondays	6:00 p.m. to 9:00 p.m.
January 9	Digital Marketing Analytics
January 16	No class
January 23	Digital Marketing Analytics
January 30	Digital Marketing Analytics
February 6	Digital Marketing Analytics
February 13	Digital Marketing Analytics
February 20	Digital Marketing Analytics
Saturday	9:00am to 12:00pm
January 28	Advanced Excel Workshop
February 4	Advanced Excel Workshop