

SMU Digital Marketing Certificate

March 23, 2019 to August 3, 2020

Required Courses

Mondays 6:00 p.m. to 9 p.m.	
March 23	Digital Marketing: Strategy and Management
March 30	Digital Marketing: Strategy and Management
April 6	Digital Marketing: Strategy and Management
April 13	Digital Marketing: Strategy and Management
April 20	Digital Marketing: Strategy and Management
April 27	Digital Marketing: Strategy and Management
Mondays 6:00 p.m. to 9:00 p.m.	
May 4	Best Practices in Social Media & Digital Communications
May 11	Best Practices in Social Media & Digital Communications
May 18	Best Practices in Social Media & Digital Communications
May 25	NO CLASS
June 1	Best Practices in Social Media & Digital Communications
June 8	Best Practices in Social Media & Digital Communications
June 15	No class
June 22	Best Practices in Social Media & Digital Communications



Mondays 6:00 p.m. to 9:00 p.m.	
June 29	Digital Marketing Analytics
July 6	Digital Marketing Analytics
July 13	Digital Marketing Analytics
July 20	Digital Marketing Analytics
July 27	Digital Marketing Analytics
August 3	Digital Marketing Analytics