



SMU Digital Marketing Certificate
September 14, 2020 to February 22, 2021

Required Courses

Mondays 6:00 p.m. to 9 p.m.	
September 14	Digital Marketing: Strategy and Management
September 21	Digital Marketing: Strategy and Management
September 28	Digital Marketing: Strategy and Management
October 5	Digital Marketing: Strategy and Management
October 12	Digital Marketing: Strategy and Management
October 19	Digital Marketing: Strategy and Management
Mondays 6:00 p.m. to 9:00 p.m.	
November 2	Best Practices in Social Media & Digital Communications
November 9	Best Practices in Social Media & Digital Communications
November 16	Best Practices in Social Media & Digital Communications
November 23	NO CLASS
November 30	Best Practices in Social Media & Digital Communications
December 7	Best Practices in Social Media & Digital Communications
December 14	Best Practices in Social Media & Digital Communications
December 21- January 4	Winter Break



Mondays 6:00 p.m. to 9:00 p.m.	
January 11	Digital Marketing Analytics
January 18	No class
January 25	Digital Marketing Analytics
February 1	Digital Marketing Analytics
February 8	Digital Marketing Analytics
February 15	Digital Marketing Analytics
February 22	Digital Marketing Analytics
Saturday 9:00am to 4:00pm	
February 6	Advanced Excel Workshop