



WAYLAND
BAPTIST UNIVERSITY™

Graduate Certificate

Digital Marketing

Catalog: 2025-26**Expires 8/1/2032**

Name:

Student ID:

Advisor:

Updated:

CERTIFICATE								Met/Waived
Digital Marketing	Inst.	Hours	Grade		Prerequisite	Inst.	Hours	Grade
MKTG 5319 Digital Marketing Analytics								
MKTG 5321 Mobile Marketing								
MKTG 5322 Digital Marketing								
MKTG 5323 Marketing Analytics								
Total Hours in Certificate	Req. 12	Have 0	Need 12					

**Courses must be completed at WBU*

****Prerequisites must be met for courses that require them unless waived by consent of the School of Business**