Certificate in Digital Marketing

The goal of academic advising is to further enhance the educational mission of the university, and create quality, accessible advising partnerships with all students in a positive environment that supports student success. This advising sheet is for tracking purposes toward degree completion and is subject to change. Students also may track their academic progress via STAR Degree Check through STAR GPS at https://www.star.hawaii.edu/. Academic Advising appointments may be scheduled by calling 808-689-2689 or toll-free from neighbor islands at 866-299-8656 or by visiting STAR BALANCE at https://www.star.hawaii.edu/appointment/login.jsp. Please visit the Advising website for further information https://westoahu.hawaii.edu/academics/advising/.

The certificate program in Digital Marketing is designed to prepare students with the knowledge and skills necessary to create, implement, and evaluate effective digital marketing campaigns; develop and manage a digital media presence; and understand the importance of web analytics and measurement in digital marketing.

Students with a certificate in Digital Marketing will gain:

- Understanding of digital marketing strategies and tactics.
- Familiarity with digital advertising platforms and tools.
- Understanding of mobile and email marketing strategies.
- Knowledge of web analytics and measurement techniques.
- Ability to create and implement effective digital marketing campaigns.
- Ability to develop and manage a social media presence for a brand.

Completion of the 18-credit cluster of courses below will lead to a certificate in Digital Marketing:

Digital Marketing Requirements- 18 credits

Credits	Course Alpha / Number / Title
3	BUSA 300 Principles of Marketing
3	MKT 311 Consumer Behavior
3	MKT 362 Digital Marketing
3	CM 130 Introduction to Social Media
3	CM 320 Creative Producing: Online Video
3	CM 351 Innovative Advertising

The faculty contact for this certificate are:

- Dr. Eli Tsukayama
  Email: etsukaya@hawaii.edu; Phone: (808) 689-2393

- Sharla Hanaoka
  Email: shanaoka@hawaii.edu; Phone: (808) 689-2392

The certificate in Digital Marketing is also available via distance delivery.