

GRADUATE CERTIFICATE IN DIGITAL MARKETING AND ANALYTICS

This certificate provides an introduction to the expanding area of digital marketing and analytics. As this area is inherently multidisciplinary, the certificate draws from coursework within various sub-disciplines offered by the Marketing department (marketing management, digital marketing, and integrated marketing communication) as well as coursework in web analytics and information systems offered by the ISTM and Decision Sciences departments. The objective of the certificate is to provide students with an understanding of the practice of digital marketing, how it relates to marketing communication and marketing strategy, and the role of analytics.

Visit the program website (<https://business.gwu.edu/academics/programs/certificate/graduate-certificate-digital-marketing-communications/>) for additional program information.

ADMISSIONS

Admission Fall deadlines:

Round 1 1/15

Round 2 3/1

Round 3 5/15

Recommendations (2) recommendations required.

Prior academic records: Transcripts are required from all colleges and universities attended, whether or not credit was earned, the program was completed, or the credit appears as transfer credit on another transcript. Unofficial transcripts from all colleges and universities attended must be uploaded to your online application. Official transcripts are required only of applicants who are offered admission.

If transcripts are in a language other than English, English language translations must be provided. The English translation alone should be uploaded into your application.

Statement of purpose: In an essay of 250 – 500 words, state your purpose in undertaking graduate study in your chosen field. Include your academic objectives, research interests, and career plans. Also discuss your related qualifications, including collegiate, professional, and community activities, and any other substantial accomplishments not already mentioned on the application.

International applicants only: Please follow this link - <https://graduate.admissions.gwu.edu/international-student-application-requirements> (<https://graduate.admissions.gwu.edu/international-student-application-requirements/>) - to review the International Applicant Information carefully for details on required documents and English language requirements. Please note: international students who require a student visa from GW are not eligible to apply for admission to this program.

PLEASE NOTE that the minimum English language test scores required by this program are:

- Academic IELTS: an overall band score of 7.0 with no individual band score below 6.0; or

- TOEFL: 600 on paper-based, or 100 on Internet-based; or

- Academic PTE: 68

Supporting documents not submitted online should be mailed to:

The GW School of Business
Attn: Graduate Admissions
2201 G Street, NW, Suite 550
Washington, DC 20052

Contact for questions:

business@gwu.edu
202-994-1212)

Hours: 9 am to 5 pm, Monday through Friday

Visit the School of Business website (<https://business.gwu.edu/graduate-applications/>) for additional admissions information.

REQUIREMENTS

The following requirements must be fulfilled: 12 credits, including 6 credits in required courses and 6 credits in elective courses.

Code	Title	Credits
Prerequisite		
MBAD 6274	Marketing	
Required		
MKTG 6252	Digital Marketing	
MKTG 6262	Digital Marketing Analytics	
Electives		
Two courses selected from the following:		
MKTG 6263	Marketing Decision Analytics	
MKTG 6264	Artificial Intelligence and Machine Learning for Marketing Automation	

MKTG 6265	Marketing Relational Databases and Customer Relationship Management
MKTG 6290	Special Topics (Social Media and Influencer Marketing, Architecture of Marketing on the Web)