



SUNY NIAGARA Digital Marketing, Cert.

Overview

As the prevalence of digital media continues to grow, content is increasingly in need of effective marketing techniques and professionals who understand both the technical and creative elements of digital marketing. The program will help students enter the profession of digital marketing by exposing them to a dynamic mix of art, business, communication, and digital media courses. The course selection addresses industry needs by combining skill sets relevant to small and large businesses with the creative skills demanded by clients.

Careers

Careers related to your program of study:

- Social Media Manager
- SEO Specialist
- Content Marketing Manager
- Digital Marketing Strategist

Contact

Program Coordinator

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Division

Arts, Humanities & Social Sciences

716-614-6710 (E-238)

Visit full catalog for specific course offerings for each semester:

<https://sunyniagara.edu/courses/digital-marketing-certificate/>

<https://tinyurl.com/3r9f94tf>

Program Requirements

First Semester

	Credits
ART 128 - Digital Photography	3
BUS 113 – Fundamentals of Marketing	3
COM 109 – Visual Communication	3
DIG 105 - Social Media	3
DIG 110 - Introduction to Web Technologies	3

Total Credit Hours: 15 Cr.

Second Semester

ART 131 – Digital Design	3
BUS 114 – Consumer Behavior	3
COM 103 – Writing for the Media	3
DIG 104 – Digital Video and Audio	3
DIG/COM/BUS 175 – Digital Marketing and Analytics	3

Total Credit Hours: 15 Cr.

The information provided is subject to change throughout the academic year. 3/10/2026