

DIGITAL MARKETING AND DATA INTELLIGENCE FOR E-COMMERCE: MICRO CREDENTIAL

This 100% online, asynchronous, and stackable micro-credential is designed to equip working professionals and non-traditional learners with high-value competencies in strategic marketing, data analytics, and digital technologies. Developed to address the growing demand for skilled professionals in the evolving e-commerce landscape, this credential supports lifelong learning pathways and strengthens industry partnerships.

The required courses and suggested sequence are as follows:

Code	Title	Credits
MGMT 6030	Management Information Systems & Data Visualization	3
MGMT 6095	E-Commerce Marketing Strategies	3
MGMT 6155	Strategies for Marketing Research	3
Total Credits		9

Upon successful completion of this program, students should be able to:

- Apply business intelligence and visual analytics skills for data-driven decision-making using information systems.
- Formulate and implement effective digital business models and web marketing techniques utilizing AI-powered tools relevant to e-commerce.
- Conduct comprehensive marketing research, from survey design and data collection to analysis and presentation of findings, to support strategic marketing decisions.