DIGITAL AND SOCIAL MEDIA PROFESSIONAL CERTIFICATE PROGRAM

The social media revolution has transformed the buying process and changed the way consumers discover and choose products and services. Businesses must now harness the power of digital technologies to reach buyers directly with an authentic and trustworthy voice. This program, offered at Fordham’s Westchester and Lincoln Center campuses, helps managers, business owners, and professionals improve their skills in using digital technologies, including social media and mobile marketing techniques.

For more information
Visit the digital and social media certificate webpage.

Requirements
Fordham offers a selection of digital media marketing courses each semester. Students can take individual classes or a series of courses to quality for a professional certificate in digital and social media marketing. The program consists of courses held in the evenings and on Saturdays.

The program is designed to provide students at all stages the tools necessary to create, implement, manage and monitor successful digital marketing strategies. These strategies attract and retain customers and clients, increase revenues, and enhance online traffic and reputation.

Classes are designed to benefit professionals working at nonprofit and for-profit organizations and offer valuable skills to seasoned managers, as well as to recent college graduates.

Certificate Requirement
The Digital and Social Media Professional Certificate will be awarded to students completing any 6 DSMM courses with passing grades. At present, students are required to take at least one social media core course and the search engine marketing course along with 4 additional elective courses. Students are able to enroll in individual courses without registering for the certificate and elect to complete the certificate at a later date within a four-year time frame. Core courses will be repeated and new courses will be added every semester. Individual expertise will be factored into possible course waivers for professionals working in the digital marketing field.

Availability
The Digital and Social Media Professional Certificate Program is available at Fordham School of Professional and Continuing Studies.