

Certificate in Digital Commerce for the BBA

- The Certificate in Digital Commerce for the BBA offers business students specialized knowledge in the rapidly grown and growing Digital industry.
- The requirement for a Digital Commerce Certificate for BBA is to complete a Bachelor of Business Administration (BBA) degree with the inclusion of 4 undergraduate digital courses at the University of Texas Permian Basin.
- Students must achieve a grade of “C” or better in the 4 digital courses.

Four courses must be taken from the following: 12 hours

	MRKT	Course Title
1.	4300	Digital Branding
2.	4301	E-Marketing
3.	4302	E-Commerce
4.	4303	Digital Advertising
5.	4304	Digital Marketing Analytics
6.	4322	Social Media Marketing

Note: In order to graduate within 120 credits with the Digital Commerce Certificate as student needs to take Digital courses within her/his major.

Total Hours Required for the certificate in Digital Commerce 12

For more information, please contact

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