

2025 Digital Marketing Course Dates

Fall Term 1 (8/25/25-10/19/25)

- DM 220 - Going Viral and Growth Hacking
- DM 201 - Career Navigation and Exploration in Digital Marketing
- DM 101 - Introduction to Digital Marketing

Fall Term 2 (10/20/25-12/14/25)

- DM 315 - Digital Marketing Analytics and Experimentation
- DM 310 - Social Media Mrktg., Brand Awareness and Engagement
- DM 301 - SEO and SEM

2026 Digital Marketing Course Dates

Spring Term 1 (1/12/26-3/8/26)

- DM 201 - Career Navigation and Exploration in Digital Marketing
 - DM 220 - Going Viral and Growth Hacking
 - DM 101 - Introduction to Digital Marketing
 - DM 311 - Lifecycle and Email Mrktg.
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Spring Term 2 (3/9/26-5/3/26)

- DM 315 - Digital Marketing Analytics and Experimentation
- DM 420 - Growth Marketing and Multi-channel Digital Marketing Capstone
- DM 310 - Social Media Mrktg., Brand Awareness and Engagement

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2026 Digital Marketing Course Dates

Summer Term 1 (5/4/26-6/28/26)

- DM 101 - Introduction to Digital Marketing

Summer Term 2 (6/29/26-8/23/26)

- DM 310 - Social Media Mrktg., Brand Awareness and Engagement