



University of Massachusetts Lowell
 Division of Graduate, Online & Professional Studies
 839 Merrimack Street
 Lowell, MA 01854

Digital Marketing Certificate Program

Certificate Award Petition

Student Information	Name:	Date Submitted:
	Address Line 1:	Student ID #:
	Address Line 2:	Telephone:
	City: State: Zip:	Email:

Admissions Information	Undergraduate Degree:	Major:
	School:	Date Received:
	Intended Degree at UML, if any:	Do you want counseling about a degree program? <input type="checkbox"/> Yes <input type="checkbox"/> No

Course Method:	<input type="checkbox"/> On Campus <input type="checkbox"/> Off Campus <input type="checkbox"/> Online <input type="checkbox"/> Mixed
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Courses Submitted Toward Certificate
Please Note: Students must have attained a minimum 2.0 grade point average in order to receive a certificate.

Required Courses: (2)	<input type="checkbox"/> MKTG.3100 Digital Marketing <input type="checkbox"/> MKTG.4300 Social Media Marketing
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Electives: (2)	<input type="checkbox"/> MKTG.4070 Retailing <input type="checkbox"/> MIST.4070 Electronic Business <input type="checkbox"/> MKTG.4010 Advertising <input type="checkbox"/> MKTG.4110 Marketing Analytics
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Substituted or Transferred Course <i>(only one course permitted)</i>	Course Name:	College Where Taken:	Year:
	Substituted for UML Course:		

Signatures	Student Signature:	Date:
	Program Coordinator Signature:	Date:

Send completed form to: University of Massachusetts Lowell, Division of Graduate, Online & Professional Studies, 839 Merrimack Street, Lowell, MA 01854. **Questions?** Call our Advising Center at 800-480-3190 for assistance, or check out our website at <https://gps.uml.edu>.

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