Get the Skills Employers Want

The Digital Literacy Certificate opens the doors of career opportunity by equipping you with the skills and knowledge the top companies want. Those positions that require hybrid skills, combining fields such as marketing and statistical analysis or design and programming, are the most future-proof jobs available.

Earn your Digital Literacy Certificate to set yourself apart from your peers as you enter the job market and be ready to hit the ground running in many of today’s top careers.

CHOOSE at least one required class from each of the 3 subject areas and 3 additional classes from the selected specialized subject area (18 credits) if available:

**REQUIRED FOUNDATION CLASSES:**

Choose one (3 credits):
- IS 2020 Fundamentals of Information Systems (3 credits)
- COMP 1010 Programming for all (3 credits)

**HUMAN-COMPUTER INTERFACE**

- IS 2460 UI/UX Design for Business (3 credits)
- IS 2465 Web & Mobile for Business Application Development (3 credits)
- IS 2480 Introduction to Product Management (3 credits)
- MKTG 2310 Introduction to Digital Marketing (3 credits)
- COMM 3555 (Digital Journalism) (3 credits)
- COMM 5665 (Social Media Journalism) (3 credits)
- DES 2615 (Intro to Design Thinking) (3 credits)
- DES 4810 (Intro to Digital Products) (3 credits)

**UNDERSTANDING AND USE OF DATA**

- IS 2492 Database for Business (3 credits)
- IS 2491 Business Analytics and Visualization (3 credits)
- IS 2493 Introductory Big Data for Business Applications (3 credits) OR
  - GEOG 5150 Geospatial Big Data (3 credits)
- IS 2489 Introductory Predictive Analytics for Business (3 credits)
- LING 3300 Computers & Language (Text Mining) (3 credits)
- IS 2495 Introductory AI & ML for Business (3 credits)

**COMPUTER NETWORKING + INFORMATION SECURITY**

- IS 2470 Digital Security (3 credits)
- IS 2475 Introductory Blockchain for Business (3 credits)

The Digital Literacy Certificate is earned through the Kahlert Initiative on Technology. To learn more about the Kahlert Initiative on Technology, visit Eccles.link/kahlert

To apply for the Digital Literacy Certificate, visit ECCLES.LINK/DIGITAL-LIT