

ECCLES.LINK/DIGITAL-LIT

# 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)
- **MKTC 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](https://eccles.link/kahlert)

To apply for the Digital Literacy Certificate, visit [ECCLES.LINK/DIGITAL-LIT](https://eccles.link/digital-lit)