

DIGITAL STRATEGIES, CERTIFICATE

The Certificate in Digital Strategies will help you develop skills as a critical consumer, designer, and creator of information and multimedia content. Each online course in the certificate offers flexible approaches for using technology to reach your goals in this ever-changing world.

While technology has transformed the ways we live, work, and connect with one another, many of us are understandably ambivalent about its role in society. In some ways, technology can feel like a distraction that’s hard to contextualize within our personal and professional lives; but technological fluency can be critical for effective communication across a range of personal and professional spaces.

Digital Strategies Certificate Requirements

- The Certificate in Digital Strategies is a 4-course, 4 c.u. credit program of study taught by University of Pennsylvania faculty.
- To earn a certificate, students complete any four courses offered. See courses below.

Flexible Course Schedule

Penn LPS Online courses in the Certificate in Digital Strategies are offered on an accelerated (8-week) schedule. Courses in the online certificate program are largely asynchronous with some synchronous sessions to be scheduled by the instructors. All Penn LPS Online courses are taught at the undergraduate level by Penn instructors.

You have the option to enroll in individual digital strategies courses without committing to the entire online certificate, enjoying the flexibility and expertise offered by Penn LPS Online to suit your schedule and interests.

Read more about the Certificate in Digital Strategies. (<https://lpsonline.sas.upenn.edu/academics/certificates/digital-strategies/>)

The Certificate in Digital Strategies prepares you to:

- Solve complex problems with innovative approaches
- Support interpersonal communication with digital platform fluency
- Develop strategies for critical participation across dynamic networks and virtual environments
- Gain skills for building and maintaining strategic partnerships with digital tools
- Design, deliver, and manage engaging content for a variety of digital audiences
- Build basic visualizations of quantitative data
- Read and interpret the structure and logic of general purpose coding languages

Curriculum

To earn a Certificate in Digital Strategies, students must complete a total of four courses including:

Code	Title	Course Units
Digital Strategies Certificate Requirements		
DIGC 2000	Coding Foundations for Digital Strategies	1

Select from one of the following		1
DIGC 1200	Digital Literacy & Cultural Change	
or		
DIGC 1600	A History of Digital Culture	
Select 2 additional courses from the list below		2
ORGC 2010	Virtual Collaboration	
DIGC 2200	Design Thinking for Digital Projects	
DIGC 3000	Intermediate Coding for Digital Strategies	
DIGC 3200	Designing Critical Futures	
DIGC 3600	Applications of Digital Culture	
DIGC 4000	Advanced Coding for Digital Strategies	
PROW 4000	Writing for Social Media	
PROW 4010	Composing a Professional Identity	
Any course with Attribute = BCDS (http://catalog.upenn.edu/attributes/bcds/)		

Total Course Units 4

Advanced Certificate

Students who have already completed the Certificate in Digital Strategies must complete any two of the below courses to receive an Advanced Certificate in Digital Strategies.

Code	Title	Course Units
<i>Select two of the following not used for the Basic Certificate</i>		2
DIGC 2200	Design Thinking for Digital Projects	
DIGC 3000	Intermediate Coding for Digital Strategies	
DIGC 3200	Designing Critical Futures	
DIGC 3600	Applications of Digital Culture	
DIGC 4000	Advanced Coding for Digital Strategies	
ORGC 2010	Virtual Collaboration	
PROW 4000	Writing for Social Media	
PROW 4010	Composing a Professional Identity	
Any course with Attribute = BCDS (http://catalog.upenn.edu/attributes/bcds/)		

The degree and major requirements displayed are intended as a guide for students entering in the Fall of 2025 and later. Students should consult with their academic program regarding final certifications and requirements for graduation.