

# DIGITAL STRATEGIES AND APPLICATIONS, CERTIFICATE

The Certificate in Digital Strategies and Applications 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 diverse personal and professional spaces.

The Certificate in Digital Strategies and Applications is a 4-course, 4 course unit credit program of study taught by University of Pennsylvania faculty. To earn a certificate, students must complete follow the curriculum outlined below.

Penn LPS Online courses in the Certificate in Digital Strategies and Applications 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. For more information about specific course dates, please visit the Course Schedule (<https://lpsonline.sas.upenn.edu/academics/course-schedule/>) page.

You have the option to enroll in individual courses without committing to the entire online certificate, enjoying the flexibility and expertise offered by Penn LPS Online to suit your schedule and interests. Visit the Cost of Attendance (<https://lpsonline.sas.upenn.edu/costs-scholarships-aid/cost-attendance/>) page for course tuition and fee rates.

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

## The Certificate in Digital Strategies and Applications 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 diverse digital audiences
- Build basic visualizations of quantitative data
- Read and interpret the structure and logic of general purpose coding languages

## Curriculum

Students who complete the four courses listed below earn a Certificate in Digital Strategies and Applications.

Code	Title	Course Units
<b>Digital Strategies and Applications Certificate</b>		
DIGC 2000	Coding Foundations for Digital Strategies	1

Select from one of the following	1
DIGC 1200 Digital Literacy & Cultural Change or DIGC 160(A History of Digital Culture)	
Select one 2000 or 3000 level DIGC course	1
Select one additional course from the following	1
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 4010 Composing a Professional Identity	
<b>Total Course Units</b>	<b>4</b>

The degree and major requirements displayed are intended as a guide for students entering in the Fall of 2026 and later. Students should consult with their academic program regarding final certifications and requirements for graduation.

The Certificate in Digital Strategies and Applications at Penn LPS Online will help you develop skills as a critical consumer, designer, and creator of information and multimedia content. Each 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 diverse personal and professional spaces.

## Curriculum

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

Code	Title	Course Units
<i>Select two of the following not used for the Basic Certificate</i>		
DIGC 2200	Design Thinking for Digital Projects	2
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 ( <a href="https://catalog.upenn.edu/attributes/bcds/">https://catalog.upenn.edu/attributes/bcds/</a> )		

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