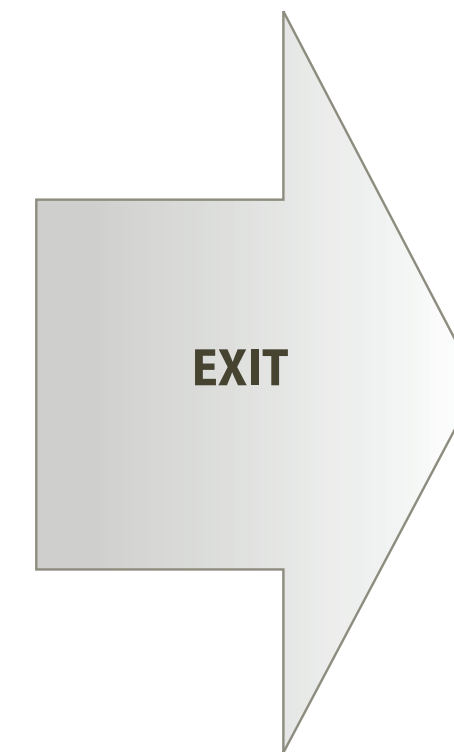
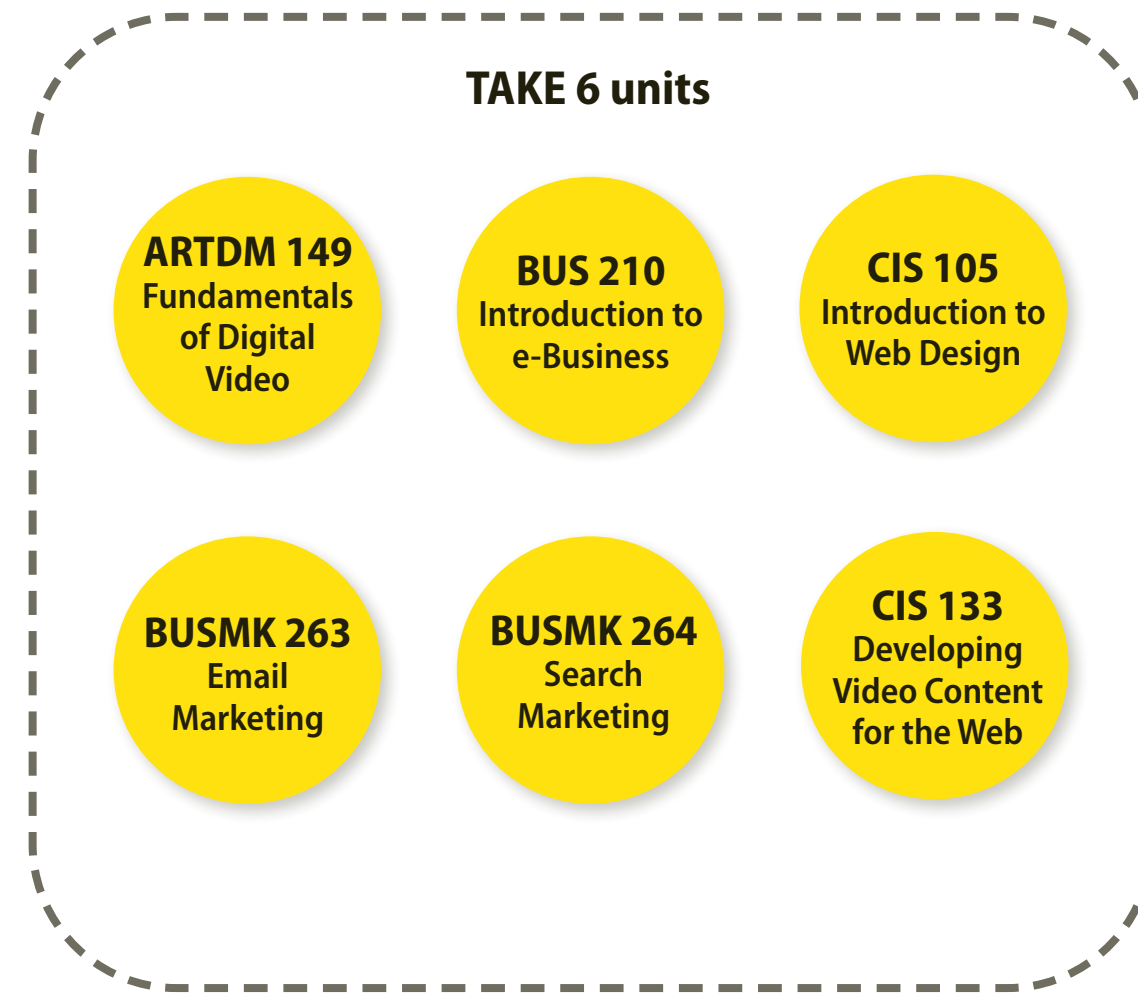
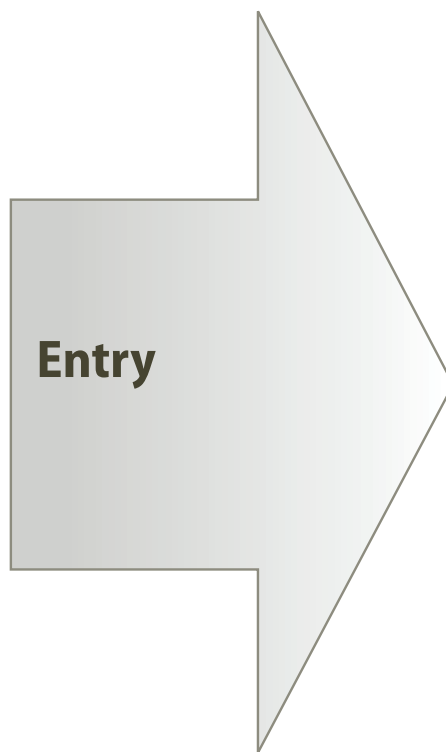


# Digital Marketing Certificate of Achievement



## Careers in

- Social media marketing
- Advertising
- Public relations
- Marketing
- Media
- Communications

## PROGRAM LEARNING OUTCOMES

Students completing this program will be able to

1. Demonstrate knowledge of common digital marketing tactics, tools, and strategies used by business-to-consumer (B2C) and business-to-business (B2B) companies.
2. Design an e-commerce program to build strong customer relationships and drive sales.
3. Devise a content marketing strategy that creates a closer bond between the customer and the brand.
4. Develop an effective search marketing strategy to drive organic traffic and paid searches.
5. Create an integrated digital marketing campaign designed to achieve organizational goals and objectives.
6. Measure the effectiveness of a digital marketing campaign using web analytics software.

Required

Elective