DIGITAL MARKETING 360 CERTIFICATE

Program Description

As the digital marketing landscape continues to grow and evolve, it can be challenging to prepare to pivot your strategies to adapt to a rapidly changing environment.

From AI, to data privacy, to influencer marketing, the Digital Marketing 360 certificate program is designed to help you understand — and rise to — the challenges facing modern marketers. Throughout the courses, you'll create, enhance, and implement today's most effective digital marketing practices. You'll learn how to look across marketing channels and platforms to identify opportunities for growth; create a social media strategy that will allow you to achieve your marketing objectives and goals; and, importantly, measure the success of your marketing efforts through analytics. Whether you're looking to enter the field of digital marketing or simply gain more formal training, this certificate program will provide you with the leading-edge tools you need to stay ahead and drive top performance.

For the best experience in this program it is recommended to take these courses in the order that they appear.

This program includes a year of free access to **Symposium**! These events feature several days of live, highly participatory virtual Zoom sessions with Cornell faculty and experts to explore the marketing industry's most pressing topics. Symposium events are held several times throughout the year. Once enrolled in your program, you will receive information about upcoming events.

Throughout the year, you may participate in as many sessions as you wish. Attending Symposium sessions is not required to successfully complete the certificate program.

Key Takeaways

- Develop a comprehensive marketing plan that establishes priorities and resourcing plans for use of paid and owned media appropriate to your organization
- Analyze opportunities and strategies associated with paid advertising on websites and digital platforms owned by other companies
- Structure a social media strategy to guide campaign execution
- Select the right social media platforms to deliver on specific marketing objectives across the social media marketing funnel
- Optimize spend in paid search advertising
- Articulate a strategic rationale for customer segmentation and how segmentation fits into the process of developing marketing strategy
- Identify opportunities to use AI to augment your marketing processes
- Create the best data protection solutions to maximize your marketing insights

What You'll Earn

- Digital Marketing 360 Certificate from Cornell SC Johnson College of Business
- 224 Professional Development Hours (22.4 CEUs)

Who Should Enroll

- Marketers at all levels
- Business leaders
- Brand managers
- Marketing data analysts
- Social media community managers
- Product managers
- Entrepreneurs
- Any professional looking to move into digital marketing or improve their ability to converse with marketing team members

Total Investment

- 10 months to complete all the courses

How To Enroll

For more information on how to enroll, please visit Digital Marketing 360 Certificate (https://ecornell.cornell.edu/certificates/marketing/digital-marketing-360/).

Code	Title	Hours
Core Courses		
eCornell LSM515	Understanding the Digital Marketing Landscape and the Customer Funnel	0
eCornell LSM516	Assessing Opportunities in Paid Digital Media	0
eCornell LSM517	Assessing Opportunities in Owned Digital Media	0
eCornell LSM518	Implementing an Integrated Digital Marketing Plan	0
eCornell SHA741	Social Media Strategy	0
ECORNELL SHA742		
ECORNELL SHA74		
ECORNELL SHA744		
ECORNELL SHA74		
ECORNELL SHA746		
eCornell LSM553	Using Data for Positioning Brands	0
eCornell JCB431	Data Privacy in Marketing	0
eCornell JCB541	Leveraging Customers for Growth	0
eCornell JCB542	A/B Testing and Analytics	0
eCornell JCB543	Customer Behavior Segmentation Analysis	0
eCornell JCB544	Predicting Customer Response	0
eCornell JCB545	Driving Growth Through Customer Centricity	0
Growth Marketing Electives		
Select one of the following:		
eCornell LSM32	Digital Transformation in Marketing	
eCornell LSM32	Marketing Automation and AI	
eCornell LSM32	Growth Marketing with AI	
Data Privacy Electives		
Select one of the following:		
eCornell JCB43	Defensive Data Strategies	
eCornell JCB433	Data Protection Solutions	
eCornell JCB43	Emerging Data Privacy Challenges	