

DIGITAL MARKETING CERTIFICATE

Program Description

In a world where more and more activities are centered online, digital marketing is one of the most effective ways to build customer relationships and promote your organization's products or services. But it can also be a struggle to make sense of the sea of acronyms, technologies and platforms.

This digital marketing certificate program begins with an overview of the digital marketing landscape, preparing you to implement a series of proven frameworks within your organization. The program then takes a detailed look at opportunities and strategies associated with leading channels and platforms including digital, mobile and emerging technologies. You will be guided, step by step, in assessing customer needs and marketing objectives and in creating your own digital marketing plans for both paid and owned media. By the end of this program, you'll pull your digital marketing ideas together into a single, integrated plan based on your organizational priorities and resources.

The courses in this certificate program are required to be completed 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

- Identify key players and types of companies involved in advertising and marketing on digital platforms
- Thoroughly assess customer needs and determine marketing objectives based on those needs
- Analyze opportunities and strategies associated with paid advertising on websites and digital platforms owned by other companies
- Analyze opportunities and strategies associated with content marketing and other initiatives on websites, social media pages, and digital platforms that you will control or own
- Develop a comprehensive marketing plan that establishes priorities and resourcing plans for the use of paid and owned media appropriate to your organization

What You'll Earn

- Digital Marketing Certificate from Cornell SC Johnson College of Business
- 40 Professional Development Hours (4 CEUs)

Who Should Enroll

- Marketing managers
- Product managers

- Entrepreneurs
- Any professional looking to move into digital marketing or improve their ability to converse with marketing team members

Total Investment

- 2 months to complete all the courses

How To Enroll

For more information on how to enroll, please visit [Digital Marketing Certificate](#)

Courses

Code	Title	Hours
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