

GROWTH MARKETING CERTIFICATE

Program Description

As digital transformation and AI reshape every industry and function, marketers everywhere are racing to redefine their marketing approach. Traditional, tried-and-true marketing methods tend to focus on the top of the funnel and measure success by how many new customers are brought in. But successful marketing today is no longer about looking at growth in a vacuum; it is about using data-driven insights across the entire funnel to not only acquire new customers, but to engage them, retain them, and ultimately turn them into brand loyalists.

In this certificate program, you will discover practical ways to drive your entire customer life cycle. You will learn how to develop a growth marketing mindset, using key insights to generate compounding returns over time. You will start by assessing your organization's current marketing activities and create a plan to optimize them using the key concepts from AI and digital marketing to formulate a digital strategy. You will then develop your own digital marketing plans for both paid and owned media. In the final course, you'll have the opportunity to create a growth marketing strategy to supercharge the 4Ps of your marketing engine.

Upon completing the program, you will have developed the skills and frameworks needed to think like a growth marketer and create a sustainable marketing strategy that will ultimately generate "sticky" customers for years to come.

Key Takeaways

- Determine what products within your organization might benefit the most from growth marketing and set growth marketing goals
- Discover the three stages of AI and how they can be applied to growth marketing
- Design a performance marketing strategy
- Identify opportunities to use AI to augment your marketing processes
- Prioritize and manage resources across both paid and owned media channels
- Assess the relevance of paid channels to addressing specific customer needs and marketing objectives
- Recognize the primary threats to trust for your customers and determine how to safeguard their privacy

What You'll Earn

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

Who Should Enroll

- Marketing managers
- Marketing automation specialists
- Product managers
- Marketing data analysts
- Brand managers
- Agency account managers

- CMOs
- Entrepreneurs

Total Investment

- 2 months to complete all the courses

How To Enroll

For more information on how to enroll, please visit Growth Marketing (<https://ecornell.cornell.edu/certificates/marketing/growth-marketing/>).

Courses

Code	Title	Hours
eCornell LSM323	Growth Marketing with AI	0
eCornell LSM516	Assessing Opportunities in Paid Digital Media	0
eCornell LSM517	Assessing Opportunities in Owned Digital Media	0
eCornell LSM322	Marketing Automation and AI	0