

# INTEGRATED MARKETING 360 CERTIFICATE

## Program Description

Today's marketing professionals are challenged to generate growth, engagement, and greater efficiency in an increasingly competitive environment. Master the essential marketing skills, principles, and tactics you need to help your brand stand apart in a rapidly evolving digital landscape. From foundational brand strategy to the paid media and data-driven performance analytics, this comprehensive program allows you to design your own integrated learning path.

## Key Takeaways

- Develop a well-defined marketing strategy aligned with your organization's overall business strategy
- Create a comprehensive digital marketing plan for your brand
- Apply the concepts of market analysis, segmentation, targeting, and positioning to a product or service
- Design effective marketing communications that drive customer engagement and communicate brand value to potential consumers
- Analyze opportunities and strategies associated with paid digital advertising and organic channels like content marketing and social media
- Interpret consumer data to measure customer preferences
- Gain expertise in market response and Customer Lifetime Value (CLV) models
- Target consumers at the right time and through the right channels using pricing and distribution strategies

## What You'll Earn

- Integrated Marketing 360 Certificate from Cornell SC Johnson College of Business
- 128 Professional Development Hours (12.8 CEUs)

## Who Should Enroll

- Marketing and sales professionals
- Project and product management professionals
- Entrepreneurs looking to gain a deeper understanding of marketing
- Business leaders who work with marketing teams to develop marketing strategy

## Total Investment

- 8 months to complete all the courses

## How to Enroll

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

As your core learning path, you'll enroll in the 10 marketing courses below from our Digital Marketing and Marketing Analytics certificate programs. Additionally, you can choose between the Marketing Strategy or Strategic Hospitality Marketing elective tracks for a total of 16 courses to complete the program.

Code	Title	Hours
<b>Core Courses</b>		
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 LSM553	Using Data for Positioning Brands	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
<b>Marketing Strategy Elective Track</b>		
Select one of the following:		
eCornell JCB59	Key Performance Indicators for Marketing	
eCornell JCB59	The Customer Journey and Segmentation	
eCornell JCB59	Targeting and Positioning	
eCornell JCB59	Product Design and Testing	
eCornell JCB59	Setting Up Distribution Channels	
eCornell JCB59	Establishing Effective Pricing	
<b>Strategic Hospitality Marketing Elective Track</b>		
Select one of the following:		
eCornell SHA52	Services Marketing Planning and Management	
eCornell SHA52	Evaluating Business and Customer Factors Affecting Marketing Decisions for Services	
eCornell SHA52	Building a Resilient Services Marketing Information System	
eCornell SHA52	Developing a Service Strategy and Managing the Brand	
eCornell SHA52	Managing Service Demand through Pricing and Distribution Strategies	
eCornell SHA52	Developing an Integrated Marketing Communications Strategy for Services	