



PROFESSIONAL DEVELOPMENT

University Extended Education
California State University, Fullerton

Certificate in DIGITAL MARKETING

Explore the Power of Digital Marketing

Marketing professionals can no longer rely solely on traditional marketing methods to meet business goals and objectives. As technology continues to expand, so will opportunities for customer engagement. The Internet and advances in digital and social media have dramatically changed the way products and services are marketed and sold.

In order to remain ahead of the competition, today's marketing professional needs to understand the capabilities of new and emerging media platforms, how they influence consumer behavior and affect business decisions. Cal State Fullerton's Digital Marketing certificate program focuses on the development of skills required to build and sustain digital marketing campaigns. Throughout the program, you will be working with mock companies from start to finish to closely replicate real-world digital marketing plans.

The certificate consists of 6 required online courses totaling 120 hours of lecture and discussion resulting in about 4-5 hours of classwork per week. 12.0 Continuing Education Units will be awarded to the certificate graduate. The program can be completed in 10 months. Each course lasts 4-6 weeks.

Benefits

Graduates of the program will be able to:

- Gain an understanding of today's digital marketing landscape
- Develop a digital marketing campaign
- Understand the use and application of digital communication tools, marketing strategies and tactics
- Identify key elements that influence online consumer behavior
- Research and assess the range of communications opportunities
- Assess online analytics and measurement
- Learn team roles and responsibilities in the campaign process
- Comprehend the latest laws and regulations governing communications and privacy
- Articulate best practices and future trends



Who Should Attend?

- Marketing professionals
- Product, brand and marketing project managers
- General business managers
- Account and advertising executives, managers, and coordinators
- General marketing analysts and content managers
- Public relations and communications specialists and coordinators
- Programmers /technology professionals who want an understanding of the infrastructure behind digital marketing
- Individuals in other professions with cross-functional marketing responsibilities

Register today at extension.fullerton.edu/professionaldevelopment or 657.278.2611
For more information, contact Makeda Seyoum: 657.278.8392, mseyoum@fullerton.edu
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THE CLASSES

The Digital Marketing Landscape

(18 hours /1.8 CEUs)

Prerequisite: none. It is recommended that students have familiarity with marketing principles and practices. Traditional marketing methods fall short of giving businesses a competitive edge. Today's marketing professional must be able to plan, execute and deploy a multi-channel digital marketing campaign. In this course, you will develop a common vocabulary with industry professionals and discuss the advantages and disadvantages of different media platforms in relation to business objectives. You will also learn the strategy and planning components of a digital marketing campaign, as well as web analytics and performance measurement.

Site Optimization and Strategic Search Engine Marketing

(24 hours /2.4 CEUs)

Prerequisite: The Digital Marketing Landscape or permission from the program manager. Search Engine Marketing remains one of the top strategies for driving traffic to a website. You will learn the art and science of how search engines work, how it contributes to online visibility and ranking and the role of website design and usability in the marketing mix. Throughout the course, you will build out a campaign and develop a detailed strategic and tactical level search engine marketing plan. You will also learn how to use key performance indicators to measure the effectiveness of a campaign.

Getting Results with Email Marketing and Online Advertising

(24 hours/2.4 CEUs)

Prerequisite: The Digital Marketing Landscape or permission from the program manager. Online marketing is one of the most cost-effective channels of communication and is heavily used by companies of all sizes. In this course participants will gain insight into the components of a successful online marketing campaign, including email communications and effective digital advertising methods. Participants will learn how to write effective ad and email copy, optimize open and click-through rates, and the role of landing pages to drive conversion. Through the course participants will build out a campaign and develop a detailed strategic and tactical level online marketing plan. In addition, participants will learn how to use key performance indicators to measure the effectiveness of a campaign.

Social Media Marketing Strategy and Execution

(18 hours/1.8 CEUs)

Prerequisite: The Digital Marketing Landscape or permission from the program manager. The reach of social media is continuously expanding and there are limitless opportunities to engage consumers, promote products and services, and create brand loyalty. Learn how to incorporate social media into the business strategy, build brand management, and grow a social media presence. You will build out a campaign and develop a strategic and tactical level social media marketing plan. You will also learn how to use key performance indicators to measure the effectiveness of a campaign.

Mobile Marketing: Getting Mobile-lized

(24 hours/2.4 CEUs)

Prerequisite: The Digital Marketing Landscape or permission from the program manager. Mobile devices have evolved from being primarily used to make and receive phone calls. Today's consumer uses their wireless device to read emails, browse websites, view videos and research products and services. Mobile traffic is rising rapidly and is becoming an essential component of the digital marketing toolbox. In this course, you will look at how wireless technology fits into the marketing landscape, examine the top mobile tools, and discuss current and future trends. You will also build out a campaign and develop a strategic and tactical level mobile marketing plan and learn how to measure and evaluate mobile analytics.

Capstone Project and Presentations

(12 hours/1.2 CEUs)

Prerequisites: completion of the five previous courses in this certificate program. This final capstone course offers a unique opportunity to integrate and apply the concepts and strategies learned in the previous courses. You will select one existing company or organization and from start to finish, plan and develop a multi-channel digital marketing campaign. Presentations will cover key aspects of a well-planned digital marketing campaign, best practices and lessons learned.

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