



Digital Marketing Certificate

Gain skills and confidence in the art of persuasive communication and the science of data analytics.

If you're ready to level-up in the high-demand area of digital marketing, our program will give you a deep background in persuasive communication and data analytics and help you build the intuition you'll need to blend them into effective strategy. A certificate is a quick, low-cost, online qualification that can help you advance in your current role or open new doors.

In online courses lasting 8 weeks each, you'll learn from industry leaders about:

- Marketing theory and concepts of consumer behavior
- What drives viral sharing and learn how to facilitate it
- How to analyze digital customer behavior data
- How to optimize a website and digital ads
- How to use email and social media marketing



\$141k

2020 median annual pay for advertising, promotions and marketing managers (U.S. Bureau of Labor Statistics)

70%

Percentage of new value created in the economy over the next decade that will be based on digitally enabled platform business models. (www.weforum.org)

22%

Projected growth in employment for marketing research analysts over the next decade. (U.S. Bureau of Labor Statistics)

Contact us

Call Kate Teichman, Assistant Director of Admission, at **440.646.8360** or email her at kathleen.teichman@ursuline.edu.

2550 Lander Road, Pepper Pike, OH 44124 | ursuline.edu/ucap

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Ursuline College 

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Course Requirements



DM 210 - Social Media Marketing

Learn how to effectively use social media to move consumers to action. Optional live sessions.

DM 211 - Email Marketing

Craft successful email marketing campaigns for sales, engagement, and activation. Optional live sessions.

DM 301 - SEO/SEM

Optimize a website so it shows up first on a search and build search ads to drive traffic to your site. Optional live sessions.

DM 401 - Digital Marketing Analytics

Learn how to analyze digital customer behavior data and improve customer acquisition.

DM 410 - Viral and Organic Growth

Learn what drives people to share content and how to build content that is shareable and meme-worthy. Optional live sessions.

BU 220 - Principles of Marketing

Explore marketing theory and its applications in marketing management and decision making.

BU 320 - Consumer Behavior

Study of the theoretical concepts of consumer behavior. Computer literacy required.

Great Minds

To create this Digital Marketing Certificate program, a consortium of colleges from across the country brought together sharp digital marketing minds and successful companies leading the field, including:



Mala Sarat Chandra, a technology pioneer named one of the 25 most influential women in the development of the internet.

Bellhop, the leading ride-share aggregator app. Bellhop's expertise in working with vast amounts of data was invaluable in helping to decide the courses to be included in this curriculum.

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