

**Online**

# Digital Marketing

## Certificate

**\$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)



## 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

### Contact us

Call Kate Teichman, Assistant Director of Admission, at **440.684.8360** or email her at [kathleen.teichman@ursuline.edu](mailto:kathleen.teichman@ursuline.edu).

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**Make  
Your World  
More**

**Ursuline College**   
Accelerated Program

Online

# Digital Marketing Certificate

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.



## Course Requirements

21 total credits

### **DMARK I - Introduction to Digital Marketing (3 credits)**

Introduces foundations in digital marketing and provides a survey of the various digital media channels, including email marketing, search marketing, and social media marketing.

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### **DMARK II - Career Navigation and Exploration in Digital Marketing (3 credits)**

Guides students in exploring career paths in digital marketing, identifying target jobs, and developing skills to attract employers, ultimately helping them secure fulfilling and financially rewarding marketing jobs.

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### **DMARK III - Going Viral and Growth Hacking (3 credits)**

Introduces key concepts in creating organic growth, including the STEPPS framework, organic and non-paid strategy, market potential, and content strategy. Industry certificates in HubSpot's Content Marketing and Search Engine Optimization are also earned in this course.

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### **DMARK IV - Social Media Marketing, Brand Awareness, and Engagement (3 credits)**

Covers the nuances of social media marketing strategy, including brand research, buyer personas, paid vs. organic, content creation, and A/B testing. Industry certificate in HubSpot's Social Media Marketing Strategy is also earned in this course.

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### **DMARK V - Lifecycle and Email Marketing (3 credits)**

Focuses on frameworks for creating effective email campaigns with consideration to customer lifecycle stage, including techniques for segmentation, personalization, automation, testing, and campaign design. Industry certificate in HubSpot's Email Marketing is also earned in this course.

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### **DMARK VI - Digital Marketing Analytics and Experimentation (3 credits)**

Explores the tools and techniques for marketing data analytics, defining performance metrics, analyzing website behavior, reporting results through data storytelling, and designing experiments. Industry certificate in Google's Analytics 4 Certification is also earned in this course.

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### **DMARK VII - Growth Marketing and Multi-channel Digital Marketing Capstone (3 credits)**

Covers the development of an effective, portfolio-ready multi-channel digital marketing strategy, including concepts such as leveraging platform attributes, targeted growth, goal-oriented campaign design, experimentation, and data analysis. Industry certificate in Google's Ads Search Certification is also earned in this course.

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