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SOCIAL NETWORK

Classes begin August 23rd!

DIGITAL MARKETING CERTIFICATE

This certificate is designed to expose participants to the field of digital marketing, search engine optimization, web design and social media marketing! Students will learn the necessary skills to enter the workforce as marketing professionals, which has an average salary of \$67,142/year in California!



8 Weeks

The Digital Marketing certificate is 8 weeks in length and includes 50 contact hours. Participants will need to spend an additional 5 to 7 hours studying in each module.



8 Modules

- Intro to Digital Marketing/Intro to SEO
- Search Engine Optimization (SEO) and Content Marketing
- Mobile Marketing
- Pay Per Click Advertising (Search Engine Marketing)
- Display Advertising
- Email Marketing
- Social Media Marketing
- Online Reputation Management (ORM)



100% Online

This certificate is offered fully online as one course (8 module) program. Our program accommodates all schedules as you can work on your own time each week!



Instructor

Dr. Erika K is an assistant professor of marketing. She completed her Ph.D. in the field of marketing at Old Dominion University. She has extensive experience in teaching and researching the field of Digital Marketing. In addition to presenting her research at prestigious conferences, she has published many articles in esteemed marketing journals. Dr. Erika K is a certified digital marketing professional via Digital Marketing Institute.

Our program is now CalJobs approved and eligible for full funding through the WIOA program! Contact us for more information!

For more information contact us at:

(909) 537-5975

pace@csusb.edu

csusb.edu/pace

If you are in need of special accommodations please contact Services to Students with Disabilities at 909-537-5238 (voice), 909-537-7230 (TTY), or via email at ssd@csusb.edu