

# Online Marketing Certificates



## The Future of Marketing

Digital marketers are in high demand in the job market and The Bureau of Labor Statistics has reported a 42.1% growth in digital marketing careers for 2010-2020, so now is the time to enter this growing field.

Each Online Marketing Certified Associate (OMCA<sup>®</sup>) certificate program includes a voucher to take the OMCA<sup>®</sup> exam.

### Complete one or all of the following OMCA<sup>®</sup> certificates:

- Mobile Marketing Associate
- Content Marketing Associate
- Conversion Optimization Associate
- Display Advertising Associate
- Email Marketing Associate
- PPC Associate
- Social Media Associate
- SEO Associate
- Web Analytics Associate

*For more information on the courses offered, see reverse.*

**Contact us at (909) 537-5975, [pace@csusb.edu](mailto:pace@csusb.edu) or visit us at [pace.csusb.edu](http://pace.csusb.edu)**



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## Complete one or more of the Online Marketing Certified Associate (OMCA®) certificates (Voucher Included).

### Delivery Format

- The entire program is offered online
- Instructor-facilitated online course
- Start anytime during the quarter
- Train from the convenience of your home and on your schedule

### Mobile Marketing Associate (105 hours, 6 months)

Mobile is one of the newest and fastest growing specialties within digital marketing. Learn how to find, engage, and convert customers using mobile devices, and you will gain a highly coveted skillset within the digital marketing profession. You will learn: OMCA® Digital Marketing Foundations; Understanding mobile devices; Core mobile product and service offerings, as well as supplemental products and service offerings; Mobile ads and search; Combining mobile with other channels; Mobile location and social media; Mobile rules and regulations; Mobile marketing measurement and analytics.

### Content Marketing Associate (70 hours, 6 months)

Content marketing isn't a channel new to the marketing scene, but with how technology has progressed, it's taken on a new level of purpose, giving content creators a new voice and opening companies up to new strategies for success. Content marketers who can bring an audience to their company's site and engage web viewers with valuable content prove an asset to any company. You will learn: OMCA® Digital Marketing Foundations; Identifying prospects; Writing message and creating content; Getting your message into the media; Becoming an industry expert; Content strategy and challenges; Measuring results.

### Conversion Optimization Associate (105 hours, 6 months)

Getting visitors to a website is half the battle. Once they get there, influencing them to make a purchase is crucial. Conversion training helps you understand what persuades your audience to make a purchase and how you can entice more visitors to make a purchase. This program will provide real-life examples and will help you build a method to test your ideas. You will learn: OMCA Digital Marketing Foundations; Conversion planning; Conversion design structure; Engaging in dialog with your users; Analysis and measurement; Product page optimization; PPC conversion strategies; Conversion math analysis.

### Display Advertising Associate (60 hours, 6 months)

When it comes to targeted web-based advertising, few things have been more successful in recent years than display advertising. With the ability to track customer tendencies and offer a variety of engaging ad types, display advertising has quickly become an amazing opportunity for online marketers. This program will teach you everything you need to know to specialize in display advertising and start a career in digital marketing. You will learn: OMCA® Digital Marketing Foundations; Understanding the digital customer; Targeting methods; Display ad optimization; How display is sold; Measuring display success.

### Email Marketing Associate (70 hours, 6 months)

Email marketing remains one of the most effective ways for businesses to reach potential customers. Equipped with knowledge of effective email marketing practices, you can help businesses drive results with powerful, targeted email campaigns. This course will walk you through how to best utilize email to drive sales and offer compelling communication. This program teaches you about email copywriting, testing, and deliverability - the pillars of effective email marketing. You will learn: OMCA® Digital Marketing Foundations; Email as conversation; Creating the email; Landing pages; The mailing list; Spam and blacklists; Working with email providers; Metrics and measurement.

### PPC Associate (110 hours, 6 months)

Pay-Per-Click (PPC) advertising allows you to deliver a timely marketing message to an engaged audience. When you can get the right message in front of the right people and influence them to take action, you become a huge asset for companies that advertise online. In this program, you will learn key PPC marketing strategies from industry experts to ensure the ads you pay for bring in a return. You will learn: OMCA® Digital Marketing Foundations; Introduction to keywords and match types; Writing effective ad copy and ad extensions; Campaign settings; Conversion tracking, bidding, and reporting; Utilizing the display network; Account organization and understand quality score; Creating your account strategy and launching and monitoring accounts; Testing and advanced landing page strategy; Tools and other ad networks.

### Social Media Associate (110 hours, 6 months)

When you engage consumers where they are and speak their language, you will connect with them on a deeper level, which is why so many companies are investing in social media marketing. Learn one of the most sought after marketing skills from industry experts, and see how you can leverage social media to increase your company's revenue. You will be using a variety of social networks, finding and generating content that resonates with your audience, and influences followers to share your message. You will learn: OMCA® Digital Marketing Foundations; Creating a social media strategy and understanding paid, earned, and owned social media; Social sharing; Blogging for business and finding and communication with influencers; Online reputation management; Social media measurement and analytics.

### SEO Associate (110 hours, 6 months)

Search Engine Optimization (SEO) teaches you white hat methods of optimizing a website to reach customers through organic search. You will learn how to make websites crawlable, how to optimize for your desired keywords, and how to build authority for a website. You will learn how to recognize the nuances of helping a site rank and develop a conversion optimization framework to turn visitors into customers. You will learn: OMCA® Digital Marketing Foundations; On-page best practices; Keyword research and competitive analysis; Design and architecture; Site optimization and best practices; Link building.

### Web Analytics Associate (145 hours, 6 months)

Being able to implement multi-channel analytics can bring powerfully positive impacts to any marketing effort and make you stand out in the digital landscape. In this program, you will learn how to leverage competitive intelligence to analyze, provide context for, and increase observed marketing successes. You will explore implementation of measurement models, tag management and the power of Key Performance Indicators (KPIs). You will learn: OMCA® Digital Marketing Foundations; Data collection; Key performance indicators (KPIs) and analytics techniques; Segmentation; Actionable web analytics reporting and analysis guide; Qualitative research; Experimentation and testing; Industry models, complex measurement, and approaches; Google-specific techniques and reports.

**Upon completion of the certificate, you will receive an exam voucher to take the Online Marketing Certified Associate (OMCA®) exam.**