

BUSINESS & MANAGEMENT

Web Marketing Certificate

It is no longer sufficient to be computer savvy; now, digital fluency is essential. Being left out of the conversation or not knowing that it exists can damage a business or brand. Learn the methods and techniques that allow you to drive your message successfully to your customers. You don't have to be a web designer or work in IT or marketing to benefit from this series. If you are a marketing professional, graphic designer, business owner, supervisor or manager in any industry or institution, you will find applications for digital marketing.

Web Marketing Certificate Requirements:

Complete the four required courses listed below.

Payment Options

Discount: Total Certificate Program cost \$199 (Save \$101).

Savings are available to students who register, with payment, for the complete certificate program.

Individual Pricing:

Four required courses – \$300 if paid separately (\$75 per course).

Instructor:

E. Silverstein

Digital Marketing Strategies and Channels of Communication

CEU 0.3

Digital marketing has transformed the way we do business and communicate with our customers. Due to the explosion of digital tools and digitally savvy audiences, it is imperative to understand the new marketing paradigm. Not every social media site is right for you or your business. Join us for this overview, exploring the variety of multi-channel digital platforms that engage a variety of target markets through social media, apps, mobile marketing, Pinterest and YouTube.

Tuition: \$50 + general fee \$15 + laboratory fee \$10.
Total \$75

CODM 001-14 Tuesday, 6:30-9:30 p.m., November 28



Social Analytics

CEU 0.3

Analytics is the collection, measurement, analysis and reporting of data to understand and optimize online sales. More than data mining or a customer tracking system, it provides a road map to improve your online presence. Many analytic tools are free and have quality capabilities. Learn how to harness the data at your fingertips into a cogent dialogue between you and your customers.

Tuition: \$50 + general fee \$15 + laboratory fee \$10.
Total \$75

CODM 002-14 Thursday, 6:30-9:30 p.m.,
November 30

Search Engine Optimization (SEO)

CEU 0.3

Ever wonder how to get better positioning in an organic or unpaid web search? A properly designed website using standard SEO methods and tools will help promote your site. Learn how to maximize your online footprint with best practices for search engine optimization.

Tuition: \$50 + general fee \$15 + laboratory fee \$10.
Total \$75

CODM 003-14 Tuesday, 6:30-9:30 p.m., December 5

Writing for the Web

CEU 0.3

Writing for the web is not the same as writing for print. Content should be rich with key words that match the types of online searches conducted by your target market. You do not have much time to grab your readers' attention and convert them into your customer since the average online reader reviews approximately 20 percent of a webpage within 4-7 seconds.

Tuition: \$50 + general fee \$15 + laboratory fee \$10.
Total \$75

CODM 004-14 Thursday, 6:30-9:30 p.m., December 7