

NAME: _____ Month/Day of Birth: ____/____

Organization: _____

Email address: _____ Tel# _____

This curriculum provides the tips on running a successful marketing campaign. Courses will teach you the basic principles of marketing and the technical elements of digital marketing, including: social media marketing, search engine optimization, marketing automation and web analytics.

REQUIRED COURSES:

GRADE	DATE COMPLETED	COURSE	DELIVERY OPTIONS				
			L	W	SP	ILO	GL
		Certificate in Digital Marketing			●		
		Certificate in Business Communication			●		
		Ethical Issues in the Workplace	●	●	●		●
		Handling Workplace Conflict	●	●	●		●
		Meetings That Work	●	●	●		●
		Productive Work Habits	●	●	●		●
		Successful Sales Campaigns			●		

L= Live W=CFTEA Webcourse SP= Self-paced Online ILO = Instructor-Led Online GL = Guided Learning

PLEASE CONTACT THE CFTEA OFFICE FOR CONFIRMATION OF COMPLETION WHEN APPROACHING COMPLETION OF A CERTIFICATE OR DIPLOMA