

NAME: \_\_\_\_\_ Month/Day of Birth: \_\_\_\_/\_\_\_\_

Organization: \_\_\_\_\_

Email address: \_\_\_\_\_ Tel# \_\_\_\_\_

This certificate in digital marketing is aligned with the Online Marketing Certified Professional (OMCP) standards to ensure that it is comprehensive and relevant.

Digital marketing helps organizations promote and sell products and services through online marketing methods such as social media messaging, website ads, Facebook marketing campaigns, Google Adwords, and more. It's vital to develop a marketing strategy that keeps up with the technology. Course in this certificate cover the strategic issues, marketing methods and tactics, industry terminology, and best practices. Each of the nine courses offer examples, videos from industry-leading practitioners, interactive games, and review questions to ensure mastery of the material.

The Digital Marketing Certificate can help both current marketing professionals, and those wishing new career in digital marketing, with the necessary knowledge and skills.

We recommend beginning with Digital Marketing Strategy first and then other courses can be taken in any order. Upon successful completion, you can download and print a Certificate of Completion.

**REQUIRED COURSES:**

GRADE	DATE COMPLETED	COURSE	DELIVERY OPTIONS				
			L	W	SP	ILO	GL
		Content Marketing			●		
		Conversion Rate Optimization			●		
		Digital Marketing Strategy			●		
		Marketing Automation			●		
		Mobile Marketing			●		
		Paid Search/Pay Per Click Advertising			●		
		Search Engine Optimization			●		
		Social Media Marketing			●		
		Web Analytics			●		

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

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