

DIGITAL MARKETING: ONLINE CERTIFICATES



Program description

Digital changes everything - culture, commerce, community - and then digital goes and changes itself. Such is the rate of progress. Your ambition may be big and clear, but goals can fall completely out of reach without the right digital skills.

And it's not just about what you can do, either. It's also about what the world knows you can do.

The greatest professional challenge of the 21st century is staying relevant, closely followed by communicating how relevant you are in that noisy, dynamic space where new meets now. Luckily, these online courses in Digital Marketing exist to help you succeed today and for the rest of your career.

The Digital Marketing online courses also provide:

- Expert thought and practice with curriculum created by industry experts
- Relevancy with updated curriculum
- DMI (Digital Marketing Institute) Certification, recognized all over the globe
- The skills you need to speak loud and clear to the right audience

Other important information

- Cost includes exam voucher for the Digital Marketing Institute's (DMI) Professional Certification exams.

Code	Title	Credit Hours
Tier 1: Introduction		
ZPDI-0514	Certified Digital Marketing Associate Essentials (Online)	
Tier 2: Professional		
ZPDI-0502	Certified Digital Marketing Professional (Online)	
ZPDI-0515	Certified Digital Sales Professional (Online)	
Tier 3: Specialists		
ZPDI-0503	Certified Digital Marketing Specialist in Search Marketing (Online)	
ZPDI-0504	Certified Digital Marketing Specialist in Social Media (Online)	

ZPDI-0505 Certified Digital Marketing Specialist in Digital Strategy and Planning (Online)

Digital Marketing Tracks Online

Code	Title	Credit Hours
ZPDI-0572	Content Marketing (Online)	1
ZPDI-0569	Digital Display (Online)	0.7
ZPDI-0570	Customer Experience (CX) (Online)	0.8
ZPDI-0571	Digital Strategy (Online)	1.1
ZPDI-0563	Data and Web Analytics (Online)	1.1
ZPDI-0564	E-Commerce (Online)	1.1
ZPDI-0573	Email Marketing (Online)	1.1
ZPDI-0568	Paid Media (PPC) (Online)	0.8
ZPDI-0567	Search Engine Optimization (SEO) (Online)	0.9
ZPDI-0562	Social Media Marketing (Online)	1.3
ZPDI-0565	UX and Website Design (Online)	1.1

Program cost

Visit the Corporate College website here for pricing.

Financial aid eligibility

This program is **not** Federal Financial Aid/Pell Eligible.

Scholarships, payment plans, and other financial aid options may be available. For more information, call 216-987-6000, option 1.

Upon completion students receive

Certificate of Completion

Related Programs/Training

- Marketing, Associate in Applied Business
- Social Media Marketing, Short-Term Certificate

To register for and learn more about Digital Marketing: Online Certificates.