

Executive Education

Applicable Business Knowledge with Personal Attention

Digital Marketing Certificate

Online advertising platforms continue to be significant drivers of the marketing industry, and offer substantial opportunities for those professionals equipped with the digital advertising tools they need to participate in all aspects of decision-making and planning. Global digital ad spending is increasing rapidly as marketers shift more resources to online advertising platforms and work to keep up with the addition of new media channels. The Digital Marketing Certificate Series is designed to give you the digital advertising tools, experience and savvy to succeed in this exciting, evolving field.

The certificate series is comprised of these three programs.

Internet Marketing Essentials

Internet marketing is rapidly growing and in a constant state of flux, having an ever-increasing impact on marketing campaign success. Professionals who keep up-to-date with current internet strategies create opportunities for their companies to gain market share.

This program is designed to help you:

- Discover the fundamentals of electronic marketing
- Develop working approaches for creating and managing email campaigns
- Start, administer, and evaluate the effectiveness of paid search campaigns
- Use social media to build relationships with customers and grow qualified traffic

Maximize your presence on the internet with a variety of media. Through hands-on training using powerful yet practical tools, you will learn to drive traffic to your website, increase conversion rates, and boost your email campaigns.

Parts of these programs are delivered by instructor Jeff Sauer synchronously through a bi-definition video and audio connection.

Digital Advertising Solutions

Explore the various strategies and mechanisms used to promote businesses online. We start by examining the myriad types of online advertising and approaches to acquiring new customers, increasing brand and product awareness, and generating revenue through the internet. We will review internet advertising strategies, analyze why paid search and organic search engine marketing are so effective, and learn about the types of online advertising. Some of this content will be delivered synchronously.

Marketing Data Analysis: Design, Dissect, Decide

With advances in online advertising tools and more sophisticated means to measure the effects of activities for solid digital marketing data, there has never been a better time to advertise products and services online. This program will introduce you to the various measurement paradigms for digital marketing and establish a framework to effectively understand your digital investment resources.

Program dates are published online at the link below. We recommend registering for programs 4 to 6 weeks in advance of a program start date but can accommodate registrations up to 2 weeks prior as long as seats are available.

Visit our website today at <http://bit.ly/1mXGJcc> or call (651) 962-4600.



Accredited by the Association to Advance Collegiate Schools of Business. The Opus College of Business is the only private business school in Minnesota accredited by the AACSB.



Executive Education
UST OPUS COLLEGE OF
BUSINESS