



UNIVERSITY OF
SAN FRANCISCO

School of
Management

DIGITAL MARKETING

Certificate Program



Optimize Your Approach

Learn how to promote your brand to connect with potential customers and use techniques to strengthen existing relationships. Walk away with the latest integrated strategies to win in today's hyper-competitive marketplace. Then, distinguish yourself with your certificate from the University of San Francisco School of Management.

Online, at Your Own Pace

Create a schedule that works for you and complete the course at your convenience. You can earn your certificate in under 32 hours!

Guided by Industry Leaders

Gain access to our world-renowned instructors – industry experts and professionals who practice the art of digital marketing every day.

Apply Relevant Techniques

During the 8-module program, you'll work on your own projects and use best practices developed by top companies. Marketing experts and professional instructors guide you through every step. Your projects are reviewed, and mentoring is provided. Throughout the program, you continuously build your toolset and develop your own Digital Marketing Portfolio.

Included in the Program

- Identify your actionable SMART Goals Plan.
- Define your Customer Charter Statement.
- Develop a channel strategies approach.
- Formulate key performance indicators & return on investment metrics.
- Establish your NEW campaign strategy.

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WITH ZSCHOOL





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Program Curriculum

MODULE 1: Digital Strategy – Understand tactical frameworks to successfully develop an aspirational yet attainable strategy. Learn the importance of selecting the correct platform to reach your customer before developing a plan, and how your audience is critical in this process.

MODULE 2: Client Insight, The Ultimate Guide – Learn how customer experience drives relevant digital marketing dialogue. Understand the benefits of combining account-based marketing with journey design and why new and existing customers chose your product.

MODULE 3: Marketing Automation – Learn the fundamentals of automation and the opportunity it provides to foster customer relationships. Employ best practices for content design and use nurture campaigns with preset triggers and journeys for digital engagement.

MODULE 4: Content Marketing – Learn how to turn content into a valuable revenue driver for your business. Understand how to craft the best story, use the correct voice, and engage with the right message to drive your customers from awareness, to consideration, to the purchase decision.

MODULE 5: Organic Social Media – Drive traffic and brand awareness through online engagement. Learn to develop compelling content to post on the platforms that align best with your business. Understand how to use images, videos and other techniques to increase conversions.

MODULE 6: Drive Leads & Sales – Discover why your investment in paid search ads is critical to high-qualified lead generation. Track performance and modify elements to improve results. Identify high-value keywords and launch successful campaigns to meet your objectives.

MODULE 7: Data & Analytics – Data collected via digital marketing can be precise and specific. Examine the type of data you can collect and track the most important metrics for your efforts. Then, learn how to use data to tell the right story, at the right time, to the right audience.

MODULE 8: Digital Transformation – It's time to rewrite your digital playbook. Drive your organization forward by leading digital transformation efforts at your company. Discover planning techniques that help steer technology decisions and other innovative digital initiatives.

Capstone: Your Digital Marketing Portfolio

Throughout the program, you work on your very own projects to document your vision, goals, insights, designs, and initial plans – all to drive digital marketing success across your organization.