

digital media marketing certificate program

This non-degree certificate program in digital media marketing offered through the SPC Workforce Institute prepares students to effectively and efficiently create and manage marketing campaigns through digital media outlets. It is designed to serve marketing professionals, both those new to the field or those looking to expand their skill set, and small business owners.

Topics covered include:

Foundations of Digital Media Marketing
Search Engine Optimization (SEO)
Search Engine Marketing (SEM)
Social Media Marketing
Pay-per-click
and more!



Course Details

Length:

2 weeks, 12 Total Hours
(includes the 3-hour prerequisite course)

Days:

Mondays and Wednesdays

Time:

6:00 pm to 9:00 pm

Locations:

Offered at both the SPC EpiCenter Campus and
the SPC Downtown Campus

Spring Start Dates:

Downtown: 2/13/18

EpiCenter: 3/28/18, 6/20/18

Prerequisite:

Foundations of Digital Media Marketing Class

Group training is available.

**Register
today!**

spcollege.edu/workforceinstitute

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