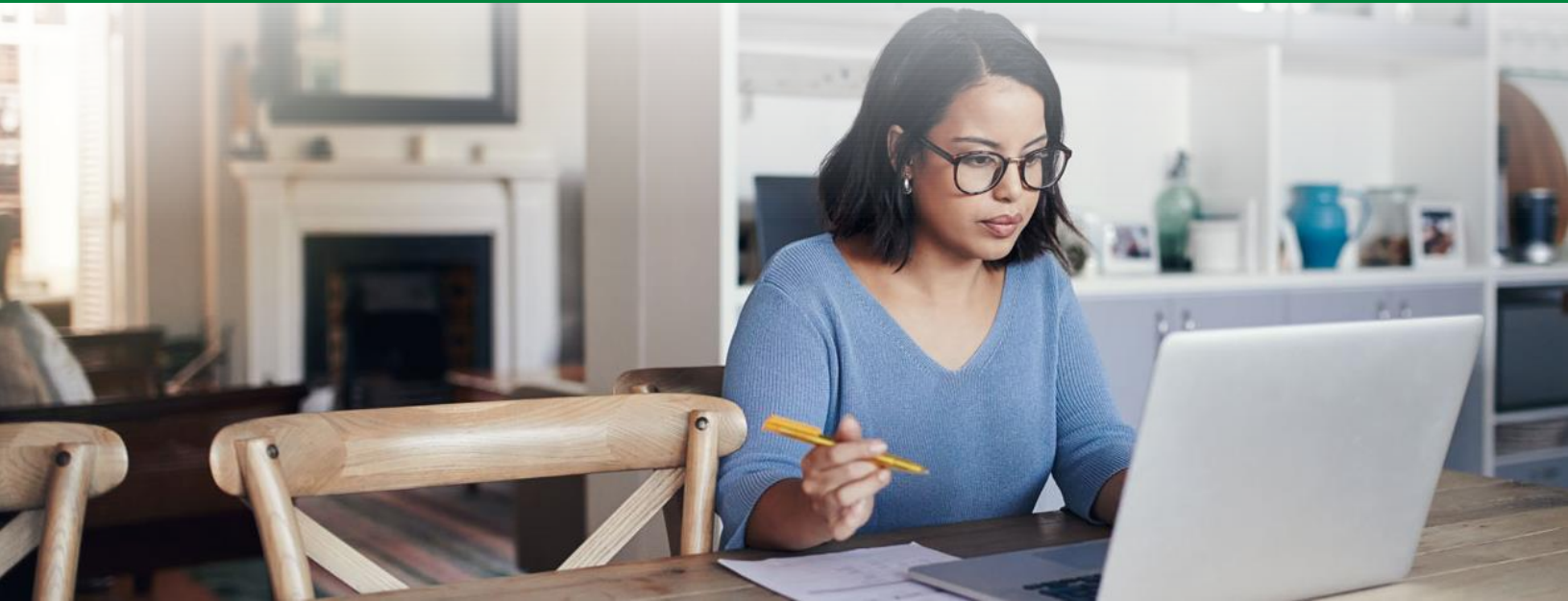




DIGITAL MARKETING Executive Education Program

PROFESSIONAL ONLINE LEARNING TO TRANSFORM YOUR LIFE



Optimize your marketing approach with Cal Poly Pomona

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. Distinguish yourself with your certificate from Cal poly Pomona.

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!

Brought to you by industry leaders

Our instructors are world-renowned industry experts who practice the art of digital marketing every day.

Relevant techniques, applied to your own projects

During the 8-module program, you'll solve your own challenges and use best practices developed by top companies. Marketing experts guide you through every step of your journey. Build your toolset and develop your unique, personalized portfolio.

Included program highlights

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



DIGITAL MARKETING

Executive Education Program

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.

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.

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.

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.

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.

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.

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.

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: Build your professional Digital Marketing Portfolio

Throughout the program, you work on your very own projects as you develop your own toolkit and portfolio.