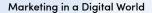


6 Courses



Digital Analytics for Marketing Professionals: Marketing Analytics in Theory

Digital Analytics for Marketing Professionals: Marketing Analytics in Practice

Digital Marketing Channels: The Landscape

Digital Marketing Channels: Planning

Digital Marketing Capstone



January 26, 2016

Markus Zametter

has successfully completed the online, non-credit Specialization

Digital Marketing

This Specialization covers the concepts, tools, and techniques you need to both communicate with customers in a systematic and integrated way using multi-media channels and to create effective targeted promotional campaigns.

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Aric Rindfleisch, John M.

Jones Professor of

Marketing, Kevin

Hartman, Head of

Industry at Google,

Rhiannon Clifton.

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