



6 Courses

Marketing in a Digital World

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



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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.

Aric Rindfleisch, John M. Jones Professor of Marketing, Kevin Hartman, Head of Industry at Google, Rhiannon Clifton, Program Director, Vishal Sachdev, Director of Illinois MakerLab

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