

Marketing Communications Certificate of Completion

After successfully completing certificate, students will be able to:

1. Create a marketing plan using market segmentation strategies and customer behavior principles to develop product, price, place, and promotion strategies.
2. Construct a brand brief to position a company's overall brand in the marketplace.
3. Analyze websites, social media, and other online communication channel options as potential elements of an internet marketing strategy.
4. Evaluate traditional advertising tools such as print and broadcast media as part of a marketing strategy that reinforces the brand.
5. Differentiate compelling content for internet and print marketing campaigns.
6. Evaluate the effectiveness of marketing tactics using search engine optimization audits, web analytics tools, and traditional advertising measurements.
7. Write recommendation reports and other marketing messages using current professional communication principles.