



6 cursos

Marketing in a Digital World

**Digital Marketing Analytics
in Theory**

**Digital Marketing Analytics
in Practice**

**Digital Media and Marketing
Principles**

**Digital Media and Marketing
Strategies**

Digital Marketing Capstone



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concluiu com sucesso o Programa de cursos integrados on-line (sem créditos)

Marketing digitalMarketing Digital

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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