7 cursos

Foundations of Digital Marketing and E-commerce

Attract and Engage Customers with Digital Marketing

From Likes to Leads: Interact with Customers Online

Think Outside the Inbox: Email Marketing

Assess for Success: Marketing Analytics and Measurement

Make the Sale: Build, Launch, and Manage E-commerce Stores

Satisfaction Guaranteed: Develop Customer Loyalty Online

Jul 15, 2022

Luis Fernando Deluque Moreno

ha completado correctamente el Certificado profesional sin crédito en línea

Google Digital Marketing & E-commerce

Those who earn the Google Digital Marketing & E-commerce Professional Certificate have completed seven-courses, developed by Google, that include hands-on, practice-based assessments and are designed to prepare them for entry-level roles in the field. They are competent in foundational skills in digital marketing and e-commerce.

The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

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