7 cursos

The Digital Marketing Revolution

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

Dec 1, 2022

LUIS FERNANDO DELUQUE MORENO

completó con éxito el programa especializado en línea sin créditos

mercadeo 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; Mike Yao, Interim Head of the Charles H. Sandage Department of Advertising and Associate Professor of Digital Media; Vishal Sachdev, Director of Illinois MakerLab

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