



4 Courses

**Social Media and Digital  
Marketing Fundamentals**

**Social Media and Social  
Content Strategy**

**Facebook, Instagram, and  
Snapchat Marketing**

**Twitter, LinkedIn, and  
YouTube Marketing**



Nov 11, 2024

**Khushboo Jain**

has successfully completed the online, non-credit Specialization

# Social Media Marketing in Practice

This Specialization introduced the core principles and purpose of social media marketing. It covered the basic concepts, techniques, and skills required in order to develop, plan, and implement an effective social media and social content strategy. Learners who successfully complete this Specialization will be awarded the Certified Digital Marketing Associate (CDMA) certification from the Digital Marketing Institute.

Ken Fitzpartick, CEO,  
Digital Marketing  
Institute  
Ted Weissberg,  
Executive Chairman,  
Digital Marketing  
Institute

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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