



7 Courses

**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**



Feb 20, 2024

**Sailesh S**

has successfully completed the online, non-credit Professional Certificate

# 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.

Amanda Brophy  
Global Director of  
Google Career  
Certificates

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.

Verify this certificate at:  
<https://coursera.org/verify/professional-cert/TZ4ABAX4QDGT>