



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 18, 2023

Sourav

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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Digital
Marketing
Institute

Nov 16, 2023

Sourav

has successfully completed

Social Media and Digital Marketing Fundamentals

an online non-credit course authorized by Digital Marketing Institute and offered through
Coursera

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

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