



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**



Jul 23, 2023

**Terris Tan**

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.

*Ananda Perera*

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/profession  
al-cert/CPZQA45PDFDR](https://coursera.org/verify/professional-cert/CPZQA45PDFDR)