



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**



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Ryan Musiyarira

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.

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