PATHSTREAM

The Facebook Digital Marketing Certificates

Facebook and Pathstream partnered to create the Facebook Digital Marketing Certificates to equip students with **hands-on experience in digital marketing tools** such as **Google Analytics, Facebook Ads and Mailchimp**, with **no prerequisites.**

Digital marketing skills are in demand:

+ Entry level digital marketing jobs have grown 20% annually over the last 5 years

+ Over 50% of all marketing expenditure in the US goes to digital marketing today

+ Digital marketing draws upon a wide range of natural abilities and interests

Courses are aligned to real careers:

+ In-demand jobs include Digital Marketing Coordinators, Marketing Associates, Social Media Coordinators

+ Students practice using industry standard marketing tools

+ Students learn core concepts including brand positioning, targeting and segmentation, and tracking key metrics

Two Certificates:

The Facebook Digital Marketing Certificate
3 courses

1. Foundations and Strategy of Marketing
2. Marketing Analytics and Performance Optimization
3. Social Media Marketing

The Advanced Facebook Digital Marketing Certificate*
6 courses

4. Marketing Content Strategy and Branding
5. Search and Display Advertising
6. Email Marketing

*Upon successful completion of Courses 1-3, students are able to take 3 additional courses to receive an advanced certificate.

Example projects from Courses 1-6:

> Comprehensive digital marketing plan using core frameworks
> Analysis of A/B test results and Google Analytics report data
> Original Facebook ad and analysis of results using Ads Manager
> Original search and display advertisement for an existing company
> Email marketing campaign using Mailchimp

Hands-on software training:

facebook Ads | Google Analytics | Google Ads

Google Sheets | Google Slides | mailchimp

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