



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 30, 2024

**Susan Lutz**

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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