



7 Courses



4 Aug. 2020

**SAI VAMSI KIRAN MAJETY**

has successfully completed the online, non-credit Specialization

# Digital Marketing

This Specialization covers the concepts, tools, and techniques you need to both communicate with customers in a systematic and integrated way using multi-media channels and to create effective targeted promotional campaigns.

Marketing in a Digital World  
Digital Marketing Analytics  
in Theory  
Digital Marketing Analytics  
in Practice  
Digital Media and Marketing  
Principles  
Digital Media and Marketing  
Strategies  
Marketing in an Analog  
World  
Digital Marketing Capstone

*Archieve*  
*Running of the Bulls*  
*David*

Aric Rindfleisch, John M. Jones Professor of Marketing; Kevin Hartman, Head of Industry at Google; Mike Yao, Interim Head of the Charles H. Sandage Department of Advertising and Associate Professor of Digital Media; Vishal Sachdev, Director of Illinois MakerLab

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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