



7 Courses

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

The Digital Marketing
Revolution

Digital Marketing Capstone



May 28, 2022

TRUSHIL SHAH

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.

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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