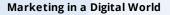


7 Courses



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
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Digital Media; Vishal
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