

# KELLSTADT MARKETING CENTER

PROGRAM AND COURSE GUIDE



 **DEPAUL UNIVERSITY**  
SCHOOL OF CONTINUING AND  
PROFESSIONAL STUDIES

A high-angle, close-up photograph of two business professionals, a man and a woman, looking down at a document on a desk. The woman is in the foreground, her face partially visible as she looks intently at the paper. The man is behind her, also looking at the document. The document appears to be a financial or business report with various columns and lines of text. The lighting is bright and even, highlighting the texture of the paper and the professional attire of the individuals.

## THE KELLSTADT MARKETING CENTER

For more than 25 years, the Kellstadt Marketing Center of DePaul University has given professionals the specialized skills in marketing they need to achieve their highest potential. For individuals not seeking a degree, the center offers a range of courses—from certificate programs to seminars—taught by experts in the field, drawn from both the academic and business communities. Education and training programs also can be customized and delivered on site to fit the needs of an organization.

*Director: Dr. Steven Kelly*

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# DIGITAL MARKETING STRATEGY CERTIFICATE PROGRAM

Marketing communications has become dominated by digital media. Today's marketers need to know how to reach customers using digital marketing channels to build customer relationships and promote their organization's products and services. It is essential for anyone working on a digital marketing plan to learn the basic fundamentals and keep up with the latest digital marketing trends.

In this certificate program, you will learn how search engine optimization, search engine marketing, social media, mobile, content marketing, customer data and analytics work together to optimize marketing activities. Upon completion of the program you will gain a comprehensive understanding of the tactics needed to design, implement and manage a digital marketing strategy for your organization.

## PROGRAM REQUIREMENTS

To receive the Digital Marketing Strategy certificate, you must successfully complete four required courses plus two elective courses.

### Required Courses:

- Digital Marketing Fundamentals
- Practical Internet Marketing
- Search Engine Marketing
- Social Media Marketing

### Elective Courses (choose two):

- Content Marketing Strategy
- Mobile Marketing
- Online Google Analytics Prep Course
- Predictive Analytics
- Search Engine Optimization (SEO) Seminar

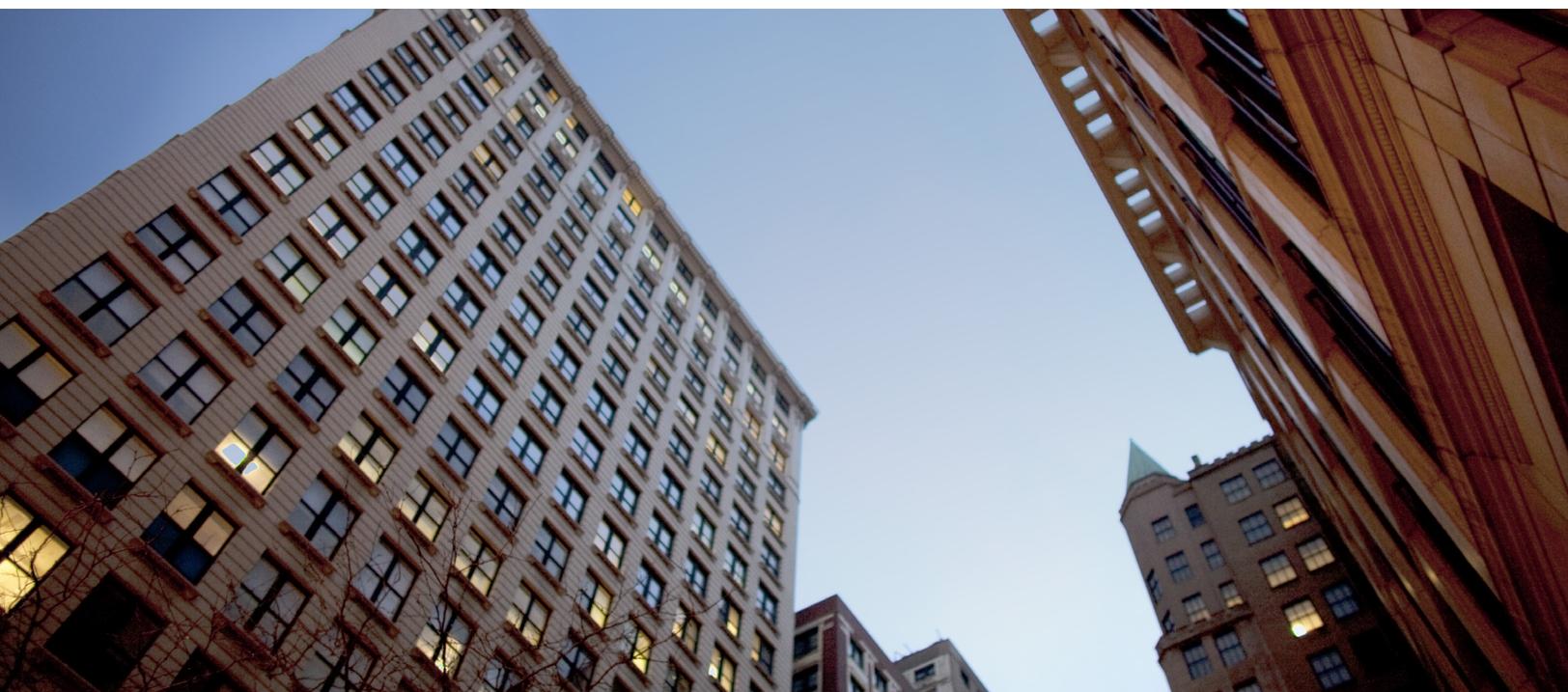
## WHO SHOULD ATTEND

This program is for those who want to learn to build a clear, cooperative communication strategy by strategically aligning the essential elements of digital marketing programs including:

- Experienced marketers wishing to acquire new skill sets
- Marketing managers
- Product managers
- Account managers
- Marketing research professionals
- Advertising professionals
- Public relations practitioners
- Business owners and entrepreneurs

## HOW YOU WILL BENEFIT

The Digital Marketing Strategy certificate provides a comprehensive understanding of the fundamentals you need to build a relevant, actionable, digital communication strategy that aligns with your business goals.



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# INTEGRATED MARKETING COMMUNICATIONS(IMC) CERTIFICATE PROGRAM

Whether targeting consumers or businesses, marketing communications begins with a plan that's clearly driven by an understanding of audience wants and needs. Communication strategy and tactics for direct marketing, sales, advertising and public relations must follow a coordinated, complete program in which all touch points work together to convey the values of the organization.

## PROGRAM REQUIREMENTS

To receive the IMC certificate, you must successfully complete three required courses and two elective courses plus one seminar.

### Required Courses:

- Jacobs & Stone Multichannel Marketing Communications
- Building an Effective Marketing Plan
- Practical Internet Marketing

### Elective Courses (choose two):

- Content Marketing Strategy
- Digital Marketing Fundamentals
- Effective Presentation and Communication Skills
- Marketing Research
- Mobile Marketing
- Negotiations Strategy and Skills
- Online Customer Relationship Management (CRM)
- Online Google Analytics Prep Course
- Predictive Analytics
- Professional Business Writing
- Public Relations Essentials in a Digital World
- Search Engine Marketing
- Social Media Marketing

### Seminars (choose one):

- Business Writing and Grammar Essentials
- Consumer Behavior
- Marketing Boot Camp
- Marketing Return on Investment (ROI)
- Search Engine Optimization (SEO)
- Social Media Marketing

## WHO SHOULD ATTEND

This program is for those who want to understand the complete marketing picture of their organizations or their client's organizations:

- Experienced marketers wishing to acquire new skill sets
- Marketing managers
- Account managers
- Marketing research professionals
- Advertising professionals
- Public relations practitioners
- Business owners and entrepreneurs

## HOW YOU WILL BENEFIT

The IMC certificate provides a comprehensive understanding of the fundamentals you need to build a clear communication strategy for your organization.



“THE IMC CERTIFICATE PROGRAM AT DEPAUL WAS AN EXCELLENT WAY FOR ME TO ENHANCE MY SKILLS IN DIGITAL INTEGRATED MARKETING AND LEARN FROM THE BEST AND BRIGHTEST ABOUT THEIR COMPANIES AND CAREER JOURNEY. THE PROFESSORS OFFERED UNIQUE SKILLS WHILE ALSO BUILDING ON MATERIAL LEARNED ACROSS THE REQUIRED CURRICULUM. I APPRECIATED BEING ABLE TO CHOOSE ELECTIVES TO COMPLEMENT THE REQUIRED COURSEWORK. I RECOMMEND THIS PROGRAM AND THE KELLSTADT MARKETING CENTER TO ANYONE LOOKING TO ENHANCE THEIR SKILLS AND BROADEN THEIR OPPORTUNITIES.”

LISA MOES

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# PRACTICAL INTERNET MARKETING CERTIFICATE PROGRAM

This six-week certificate program covers the best practices of Internet marketing for small businesses, entrepreneurs and marketing professionals. You will gain hands-on experience using simple, low-cost Internet marketing tools and techniques. You'll learn how to blog, podcast and vodcast, as well as how to optimize web pages for search engines. Each class features a combination of presentation, instruction and class discussion. You'll receive constructive feedback on your class presentation from your instructor and classmates.

## WHO SHOULD ATTEND

The program is appropriate for a wide range of audiences, including entrepreneurs, nonprofit and small business professionals, freelancers, marketing professionals and guerilla marketers.

## HOW YOU WILL BENEFIT

In this program, you will learn how to do the following:

- Understand how search engines work and how to implement successful search engine optimization (SEO) techniques
- Market through social media
- Track and analyze Web usage and social media
- Design and send effective bulk personalized email
- Utilize best practices for Internet marketing

## ONLINE OPTION

Our online program is taught asynchronously by the same instructor who teaches the in-class program. This virtual class covers the same content, but the online format allows you to study at your own pace from anywhere in the world with Internet access. All online students receive timely feedback, advice and direction from the instructor.

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# DIGITAL MARKETING FUNDAMENTALS CERTIFICATE PROGRAM

Learn the terminology and strategy for Internet search, social media, Web analytics, mobile marketing and digital display advertising from Chicago-area professionals. This six-week certificate program offered by DePaul provides you with the opportunity to follow a practical case project to determine how well your social media and search skills affect results for your site.

To receive the certificate you must successfully complete a class project based on concepts taught in the class.

## WHO SHOULD ATTEND

Marketing professionals with experience in the following functional areas:

- Sales
- Account management
- Media (traditional and interactive)
- Agencies
- Community managers
- Public relations
- Database management
- Mobile marketing
- Marketing research

## HOW YOU WILL BENEFIT

In this program, you will learn:

- SEO and paid search
- Web analytics
- Display advertising on the Internet
- Mobile marketing
- Social media marketing
- Interactive marketing strategy

## ONLINE OPTION

Our online program is taught asynchronously. This virtual class covers the same content as the in-class program, but the online format allows you to study at your own pace from anywhere in the world with Internet access. All online students receive timely feedback, advice and direction from the instructor.

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# JACOBS & STONE MULTICHANNEL MARKETING COMMUNICATIONS (MC2) CERTIFICATE PROGRAM: CREATING DIRECT, INTERACTIVE AND MEASURABLE MEDIA STRATEGIES

With the emergence of consumer-driven markets and multiple channels, brand managers now need new ways to engage and build customer relationships. Consumers and businesses expect a relevant, personal dialogue with an organization. Marketing communications managers are expected to demonstrate a meaningful return on investment from their programs. It's not enough to "push" messages to mass audiences. You have to reach many markets at the same time.

In the Ron Jacobs and Bob Stone certificate program, you'll learn the latest strategies, tools and techniques in direct, interactive, digital and database marketing—from planning through execution and measurement. Outstanding instructors share their experiences, case studies and real-world examples. And, with new ways to track the performance of your programs, you'll be able to sell your marketing ideas to the CEO, president, CFO and CMO.

## WHO SHOULD ATTEND

- Marketing communications professionals
- Organizational leaders wanting accountability in marketing programs
- Account executives working in performance-based interactive marketing
- Clients of an agency or consulting firm who want perspective to evaluate service
- Brand managers trying to add interactive and direct marketing to a budget
- Small business owners or entrepreneurs needing cost-effective marketing tools
- Customer relationship management managers wanting to retain the best customers
- Acquisitions managers wanting to build life-time customer value
- Retention managers who want to communicate effectively with valuable customers

## HOW YOU WILL BENEFIT

- Gain extraordinary, practical expertise from successful practitioners
- Learn the most powerful and cost-effective way to market and secure new customers
- Implement direct, interactive, digital and database marketing in your organization

*Discounts may be available through membership in your marketing association.*



**“IN THIS EVER-CHANGING WORLD OF NEW MEDIA, MC2 IS THE PERFECT COMPLEMENT FOR CLASSICALLY TRAINED MARKETERS—ENABLING YOU TO UNDERSTAND, EMBRACE AND INTEGRATE NEW MEDIA TOOLS INTO YOUR MARKETING PLANS FOR MAXIMUM EFFECTIVENESS AND EFFICIENCY. I WAS ABLE TO PUT THIS PRACTICAL ADVICE TO WORK IMMEDIATELY AND KEEP MY CREDENTIALS UP-TO-DATE THROUGH THIS CERTIFICATE PROGRAM.”**

**JILL KAHAN**

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# BUILDING AN EFFECTIVE MARKETING PLAN CERTIFICATE PROGRAM

To build an effective and successful marketing plan, you need to understand marketing concepts and techniques, including research, competitive analysis, market segmentation, pricing strategies, distribution channels and marketing communications. In this program, you'll learn how to design marketing programs and develop budgets. You'll also create a complete marketing plan for the product or service of your choice.

## WHO SHOULD ATTEND

This program will benefit professionals who have a hand in developing their organizations' marketing strategies, including marketing managers, product managers, marketing coordinators and project managers.

## HOW YOU WILL BENEFIT

- Gain knowledge and develop skills to create high-impact marketing plans and programs
- Develop analytical skills and gain deeper insights into your company's business
- Create and participate in new initiatives to advance your career

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# SOCIAL MEDIA MARKETING CERTIFICATE PROGRAM

Social media is an essential part of marketing strategies today. In this six-week program you will have access to premiere subject matter experts, cutting-edge case studies, and testimonials from businesses successfully using social media marketing. You will review real-life examples and perform hands-on work with social media marketing, preparing you to take on these duties in your current or future career.

## WHO SHOULD ATTEND

This program is ideal for individuals looking to gain a deeper understanding of social marketing, experienced digital marketers who want to expand their knowledge, and marketing professionals.

## HOW YOU WILL BENEFIT

- Learn the fundamentals of social media marketing, including ways to monetize social media, implement search engine optimization, and utilize the appropriate tools needed for social listening and monitoring
- Identify and understand the various social networks and how to integrate these marketing channels into your current marketing programs
- Gain practical experience using Web analytics and social media measurement tools

## ONLINE OPTION

Our online program is taught asynchronously by the same instructor who teaches the in-class program. This virtual class covers the same content, but the online format allows you to study at your own pace from anywhere in the world with Internet access. All online students receive timely feedback, advice and direction from the instructor.

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# SEARCH ENGINE MARKETING CERTIFICATE PROGRAM

According to the Marketing Sherpa Report, paid search makes up 82% of the \$6 billion search marketing industry. The paid search industry grew by almost 27% this year, and Google generated more ad dollars than all other firms, online or offline. Learn to leverage paid search to grow your own business or become a star employee by driving traffic to your company's website.

## WHO SHOULD ATTEND

Whether you are an entrepreneur wanting to take your business to the next level or an employee in marketing or e-commerce trying to become a valuable asset to an employer, this program is for you.

## HOW YOU WILL BENEFIT

- Prepare yourself to participate in the most important and exciting part of any business—acquiring high value new customers
- Be the first to learn the best practices, strategies and tactics required to leverage paid search for profit and growth
- Learn how to acquire scores of prospective new customers who have intentionally entered search terms into Google, Yahoo! and Bing
- Learn how to use paid search to target customers of higher-than-average value

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# MOBILE MARKETING CERTIFICATE PROGRAM

Mobile technology is changing the way we communicate. It is paramount that marketers take advantage of the mobile marketing trend. This course will focus on the website/mobile coordination, security (mobile wallets), wearables, social media, personalization, data collection and advertising methods. You will learn from over a dozen mobile practitioners who are at the cutting edge in the mobile marketing field. These experts will explain their “best practices” and you will develop your own practical marketing programs based on the key techniques covered in the program.

## WHO SHOULD ATTEND

All levels of marketers from CMO to assistant directors need to understand how mobile disrupted the marketing landscape. Marketers who are specifically affected are sales people, communications and public relations professionals, social media and community managers, marketing research professionals, digital media specialists, sales promotion managers, advertising specialists, brand managers and retail services managers.

## HOW YOU WILL BENEFIT

- Understand how marketers are using the latest mobile technologies such as beacons, wearables, mobile wallets and others to engage customers and increase sales
- Hear about successful mobile campaigns and how they complement digital, CRM and social media strategies
- Learn from industry experts about mobile marketing tactics and strategy
- Network with experts and fellow students who work within the digital marketing landscape

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# EFFECTIVE PRESENTATION AND COMMUNICATION SKILLS CERTIFICATE PROGRAM

The ability to communicate effectively and present ideas clearly is a common skill among successful professionals. In this program, internationally recognized speaker and educator, Joel Whalen, PhD, guides professionals in developing better presentation skills. You'll learn how to deliver powerful, memorable messages as well as how to achieve a presence, both in public speaking and in one-on-one communication.

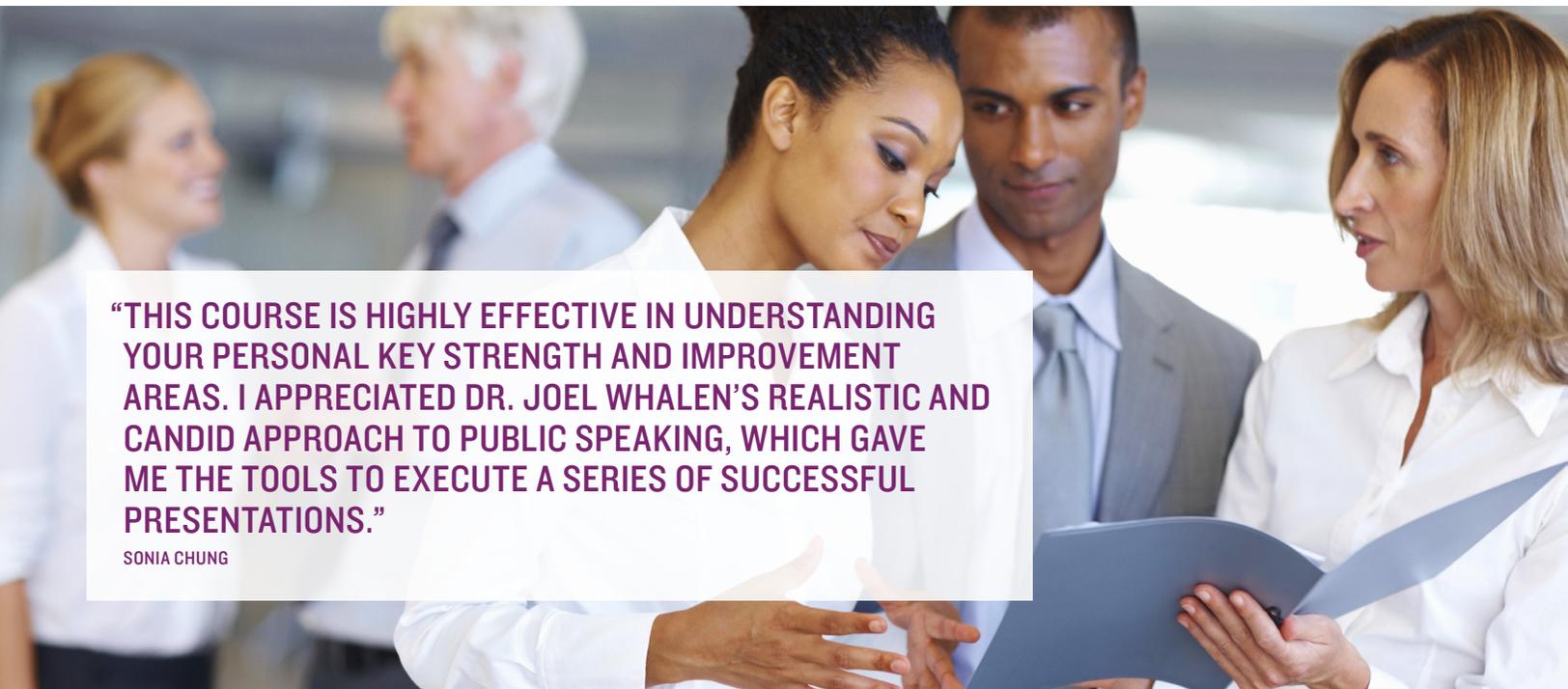
## WHO SHOULD ATTEND

This program is ideal for those who want to improve their ability to communicate, professionally and persuasively.

## HOW YOU WILL BENEFIT

During this program you will:

- Learn workplace-tested techniques for managing speech anxiety, speaking up in difficult situations, working effectively in teams, advancing relationships, packaging your message and enhancing your delivery style
- Participate in fun, practical demonstrations and skill-building exercises
- Understand the power and limitations of oral and written communication



**“THIS COURSE IS HIGHLY EFFECTIVE IN UNDERSTANDING YOUR PERSONAL KEY STRENGTH AND IMPROVEMENT AREAS. I APPRECIATED DR. JOEL WHALEN’S REALISTIC AND CANDID APPROACH TO PUBLIC SPEAKING, WHICH GAVE ME THE TOOLS TO EXECUTE A SERIES OF SUCCESSFUL PRESENTATIONS.”**

SONIA CHUNG

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# PROFESSIONAL BUSINESS WRITING CERTIFICATE PROGRAM

Whether you're writing reports, newsletters or internal documents, the ability to write clearly and concisely is important in every field and at every level. This program will increase your confidence in your writing skills and reduce anxiety about the writing process. Compose business communications more quickly, generate more effective and persuasive writing, and edit your own writing and the writing of others for brevity, clarity and correct structure.

## WHO SHOULD ATTEND

This course benefits anyone who uses written communication regularly as part of his or her job, especially those who write emails, memos, letters to clients, newsletters, or PR and marketing copy.

## HOW YOU WILL BENEFIT

- Learn the correct structure of effective business writing, including how to define the challenge, audience, desired outcome, communication style and format
- Develop the ability to motivate readers by using the proper message structure, establishing credibility, and clearly and concisely defining benefits to the reader
- Discover a repeatable plan for writing any business document quickly and efficiently

## ONLINE OPTION

Our online program is taught asynchronously. This virtual class covers the same content as the in-class program, but the online format allows you to study at your own pace from anywhere in the world with Internet access. All online students receive timely feedback, advice and direction from the instructor.

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# PUBLIC RELATIONS ESSENTIALS IN A DIGITAL WORLD CERTIFICATE PROGRAM

Across every PR discipline, from media relations and news releases to contributed content and influencer marketing, digital has changed PR and ushered in a plethora of new ways to deliver the right messages to the right audiences at the right time. In this five-week certificate program, you will learn digital and traditional PR tools, tactics, channels and platforms, the steps for creating an effective digital PR strategy, how to develop cogent digital content as well as ways to pitch a variety of traditional and digital media to generate press coverage.

## WHO SHOULD ATTEND

This program is ideal for anyone who:

- Wants to learn the basics of PR
- Is looking for a refresher PR course
- Wants to learn about PR in today's digital era
- Is newly responsible for in-house PR
- May start working with or in a PR agency

## HOW WILL YOU BENEFIT

- Learn the fundamentals of PR in today's digital world
- Become familiar with various digital and traditional PR tools, tactics, channels, and platforms
- Hear how to work with the media to obtain press coverage
- Gain real-world experience evaluating digital content and writing PR copy

## ONLINE OPTION

Our online program is taught asynchronously by the same instructor who teaches the in-class program. This virtual class covers the same content, but the online format allows you to study at your own pace from anywhere in the world with Internet access. All online students receive timely feedback, advice and direction from the instructor.

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# ONLINE CUSTOMER RELATIONSHIP MANAGEMENT (CRM) CERTIFICATE PROGRAM

A relationship between a customer and an organization, sustained over time, enhances the organization's competitive position as well as increases its profitability. This program combines case studies, practitioner guest speakers, a project, class discussions and presentations to give you a firm understanding of using CRM to its greatest advantage. For those with CRM experience, this program can provide fresh ideas, as well as a venue to challenge current practices and propose new alternatives.

## WHO SHOULD ATTEND

- Professionals in marketing and sales
- Non-marketing business professionals interested in CRM
- Technologists wishing to gain an understanding of CRM
- Customer service representatives
- Entrepreneurs

## HOW YOU WILL BENEFIT

You will gain:

- An in-depth understanding of the competitive benefits of CRM
- A grasp of the challenges/constraints of implementing CRM
- An appreciation for using technology to enhance a CRM initiative

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# NEGOTIATION STRATEGIES AND SKILLS CERTIFICATE PROGRAM

In this program, you will learn the theory and practice of successful negotiations. You'll acquire and use important negotiating skills, such as distinguishing positions from interests, effective communications, dealing with difficult people and using standards, rather than power, to resolve disputes. You'll practice these skills in negotiations simulations.

## WHO SHOULD ATTEND

This program is a good fit for attorneys in public or private practice, managers of corporations of all sizes, union representatives, human resource professionals, owners and managers of small businesses, consultants and other professionals.

## HOW YOU WILL BENEFIT

At the end of this program, you will understand how to distinguish between needs and interests in communication (including questioning, listening skills and reading body language), and recognize the use of emotions and empathy in dealing with difficult people.

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# PREDICTIVE ANALYTICS CERTIFICATE PROGRAM

In this six-week program you will learn many of the advanced analytical techniques used in the field of marketing science and predictive analytics. Companies such as Google, Twitter, Netflix and Groupon are recruiting market scientists to gain a competitive edge in the marketplace. Gain hands-on experience that will prepare you to be a part of Predictive Analytics, one of the fastest growing fields in business today. No prior SPSS experience required.

## WHO SHOULD ATTEND

- Professionals in the following fields:
  - Analytical database marketing
  - Analytics management
  - Business intelligence
  - Credit risk analytics
  - Data science
  - Marketing science
  - Operations research
- Individuals with or without a technical background interested in marketing or data analysis
- Professionals wanting to improve their analytical skills
- A college graduate in the social sciences interested in furthering their data analysis skills

## HOW YOU WILL BENEFIT

You will:

- Become familiar with SPSS
- Develop and grow in your ability to sift through data to create a coherent “story” to communicate an effective marketing strategy and make presentations based on data analyses
- Gain knowledge of advanced multivariate statistical techniques using a practicing manager’s point of view
- Learn to match the right technique with the right opportunity
- Keep your skills up to date
- Try it before you buy it; i.e. before committing to a graduate degree program

## ONLINE OPTION

Our online program is taught asynchronously. This virtual class covers the same content as the in-class program, but the online format allows you to study at your own pace from anywhere in the world with Internet access. All online students receive timely feedback, advice and direction from the instructor.



**“THE PREDICTIVE ANALYTICS CERTIFICATE PROGRAM WAS AN EXCELLENT GROWTH EXPERIENCE FOR ME. I GREATLY APPRECIATE THE FOCUS ON DEVELOPING STORIES FROM THE ANALYSES THAT COMMUNICATE CLEARLY TO EXECUTIVE MANAGEMENT TEAMS AND HELP THEM MAKE CRITICAL BUSINESS DECISIONS. I LOOK FORWARD TO APPLYING THESE MULTIVARIATE TECHNIQUES I LEARNED IN THE COURSE IN AN OPERATIONS MANAGEMENT SETTING.”**

FRED HELLER

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# MARKETING RESEARCH CERTIFICATE PROGRAM

Gain practical, hands-on experience in developing sample design plans and designing questionnaires appropriate for qualitative and quantitative studies. Learn how to identify the business issue, design the research program, collect data, tabulate and analyze results, and prepare and present findings. You will also learn when to use, how to organize and how to get the most out of focus groups.

## WHO SHOULD ATTEND

Whether you are a practitioner or someone who manages or interacts with market researchers, new to the field or an experienced professional, this program will give you a deeper understanding of the marketing research process.

## HOW YOU WILL BENEFIT

- Learn how to recognize situations that require market research
- Know which research designs best address a specific business issue
- Broaden your understanding of research techniques and good research practices
- Develop practical skills you can use to establish sampling plans, design questionnaires and analyze research studies for optimal results
- Gain the confidence and skills necessary to excel in any research setting

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# CONTENT MARKETING STRATEGY CERTIFICATE PROGRAM

Content marketing is a marketing approach that helps you drive sales, customer loyalty and brand awareness by providing potential customers with valuable, relevant online information. No matter the format—infographics, webpages, videos, blogs or podcasts—your content should be available as customers seek it out. Content marketing allows the consumer to discover and evaluate your brand, product or service before they ever speak with a sales representative. In this certificate program, you will learn how to use this approach to transform your target audience from prospect into customer.

## WHO SHOULD ATTEND

This program is ideal for marketing professionals who want to discover how to use content marketing to expand brand awareness, stimulate interest, build relationships with consumers and convert them into loyal customers.

## HOW YOU WILL BENEFIT

During this program, you will gain:

- An understanding of the information and entertainment needed to build a relationship with your customers and stimulate interest
- The ability to use social media and digital marketing tactics to convert consumers into loyal customers
- The tools, tricks and tips for optimizing content for search
- The practical knowledge of a new marketing skill that will increase your value in the marketplace

## ONLINE OPTION

Our online program is taught asynchronously. This virtual class covers the same content as the in-class program, but the online format allows you to study at your own pace from anywhere in the world with Internet access. All online students receive timely feedback, advice and direction from the instructor.

# THE KELLSTADT MARKETING CENTER COURSES AND SEMINARS

## **BUSINESS WRITING AND GRAMMAR ESSENTIALS**

Writing is an essential skill in the workplace. From emails, proposals and briefs to evaluations, reports and social media posts, nearly every professional is regularly tasked with writing for business. No matter what you write, it is important to communicate accurately and effectively. In this seminar, you'll learn to use the correct grammar and punctuation as well as some common mistakes people make in word choice. In-class exercises are offered to sharpen your skills for both professional and personal use.

## **CONSUMER BEHAVIOR SEMINAR: UNDERSTANDING CONSUMER TRENDS**

Understanding consumer behavior relies on data to reveal how people use the things they buy as well as how they interact with brands and companies. Business professionals must learn to gather consumer insights in order to strategize and implement effective marketing plans. In this seminar, you will learn the value in understanding consumer trends through consumer insights. You will discover how to expose these trends and analyze them in a way that brings value to your business.

## **MARKETING BOOT CAMP**

With changing demographics, technological advances and aggressive competitors in today's business landscape, understanding the fundamentals of marketing is more important than ever. Marketing Boot Camp will provide you with a fundamental understanding of the principles and language of marketing. Develop the skills necessary to conduct an environmental analysis, evaluate strategic alternatives and

identify appropriate marketing strategies. This full-day basic marketing seminar is designed for professionals who are new to marketing, interact closely with marketers or want to improve their marketing skills for career advancement.

## **MARKETING RETURN ON INVESTMENT (ROI): TECHNIQUES TO PROVE THE EFFECTIVENESS OF DIRECT AND INTERACTIVE MARKETING**

Today's marketers are expected to be more accountable: Is a program or campaign effective in the marketplace? That can be difficult to measure, especially across multiple channels. In this seminar, you'll learn how to measure marketing ROI. Learn to make "go" and "no go" decisions based on real-world scenarios while picking up skills you can use on the job.

## **ONLINE GOOGLE ANALYTICS PREP COURSE: PREPARE FOR GOOGLE ANALYTICS CERTIFICATION**

Earning your Google Analytics Certification will demonstrate your ability to understand how customers engage with a brand's web properties, make data-driven decisions and prove your worth to employers.

In this online course, you will learn how to utilize the Google Analytics platform to set up and generate goals as well as measure campaign data. You will learn to build marketing performance reports within the tool and analyze results to improve your marketing plan, generate leads and reduce cart abandonment rates. This six-week course is ideal for marketing professionals preparing for Google Analytics Certification.

## **SEARCH ENGINE OPTIMIZATION**

People are using the internet to search for any manner of things in today's virtual marketplace. And, businesses are competing for the opportunity to connect with these people. In order for your website to be found, you need to know how to leverage search engine optimization (SEO) to help drive relevant traffic and realize your goals in profit and revenue.

This seminar will teach you how search engines like Google and Bing work, the fundamentals of SEO including keyword research, content creation and the importance of linking, and the tactics used to ensure your content is properly indexed.

## **SOCIAL MEDIA MARKETING**

Twitter, Facebook, YouTube—Are companies using these outlets to communicate with customers?

You bet they are and you can too. This seminar shows you how to use social media to enhance your business or career. The future of advertising and marketing is not a one-way message; it's a relationship between you and the consumer. Understand the benefits of using social media to communicate, collaborate and entertain. Case studies and real-time demonstrations are presented to show the low-cost/high-yield benefits of making social media part of your marketing program.

**DePaul University's School of Continuing and Professional Studies (SCPS)** is a leading provider of continuing education and professional development for working adults seeking to enhance their skills, advance in their careers and enrich their understanding of a rapidly changing world. SCPS also offers a broad, highly relevant array of Bachelor of Arts and Master's degrees that will equip you for accelerated professional advancement, either in your current field or a new one. Visit [scps.depaul.edu](http://scps.depaul.edu) for more information.

#### **Corporate Training**

For organizations wishing to increase the knowledge and skills of their employees, SCPS offers customized learning solutions to meet the needs of business, government and nonprofit organizations.

#### **Visit Our Website**

For online registration, course information and current dates, please visit our website at [cpe.depaul.edu/kmc](http://cpe.depaul.edu/kmc).

#### **Program Contacts**

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