

About Felician University

Felician University engages over 2,300 undergraduate, graduate, and adult students through programs in arts & sciences, business, nursing, and education. Universal Franciscan values of social justice, compassion, and respect for human dignity serve as an inclusive foundation for transforming the lives of tomorrow's leaders. Felician University's education is ranked 3rd best return on investment for private colleges in New Jersey 2018 by the PayScale.com College ROI Report, and is ranked #1 safest college campus in the state by niche.com.



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Felician University is sponsored by the Felician Sisters.



**DIGITAL MARKETING
PROFESSIONAL
CERTIFICATE**
SCHOOL OF BUSINESS

 **Felician**
UNIVERSITY

CERTIFICATE IN DIGITAL MARKETING

CULTIVATE STRATEGIC MARKETING SKILLS FOR TODAY'S DIGITAL ERA



Welcome to the digital age. In today's world, marketing has taken on an entirely new form, requiring marketers to exercise adaptability and employ innovative strategies to accommodate the digital market. Digital marketing utilizes the Internet to connect with consumers across a range of platforms, including social media, search engines, emails, and more.

Digital marketing has become crucial for the success of every kind of organization. If you are interested in the dynamic world of marketing, getting a Certificate in Digital Marketing from Felician University will help you stand out in the job market. From developing innovative strategies to analyzing the exciting, hard-earned results, Felician can help you discover and exercise your creative energy in this versatile field.

Why Digital Marketing at Felician University?

Developing the skills necessary to market in today's digital age will help you build your résumé and advance your career. Felician University has enlisted industry experts to design a curriculum guaranteed to provide you with competency in navigating the digital market. At Felician, you will learn the latest trends; how to understand, identify, and anticipate customer needs; utilize multi-channel media to boost online presence and rankings; conduct search engine optimization; use display advertising; create content; and more. At the end of this certificate program, you will be able to effectively develop high-performing and integrated marketing strategies that result in leads.

Who Should Take This Certificate Program?

- Students in degree completion programs looking to build marketing knowledge, satisfy requirements, and enhance their résumés
- Professionals interested in developing skills to market in today's world
- Anybody interested in advancing their career with digital marketing strategy capabilities

Careers in Digital Marketing

- Digital Marketing Manager
- SEO and SEM Specialist
- Computer Technologies
- User Experience Designer
- Corporate Communications
- Data Analyst
- Consultant
- Email Marketing Specialist
- Freelancer
- Social Media Marketer
- Content Manager

Curriculum Overview

- Social Media Marketing & Mobile Marketing
- Digital Marketing
- Content Marketing & Storytelling
- Capstone: Digital Marketing & Personal Branding

Program Highlights

- Felician students may apply this certificate toward a B.S. in Management or Bachelor of Professional Studies
- A Certificate in Digital Marketing provides eligibility to sit for the Hootsuite exam
- This program is 100% online
- Learn personal branding and how to stand out in the competitive digital environment