

DIGITAL MEDIA MARKETING



INTERESTED IN DIGITAL MARKETING? *Certificate*

This cross-curricular certificate provides students with training in a wide variety of career options in the in-demand, high-paying career field of digital media marketing. Digital media marketers can work for an organization's public relations or marketing department, use marketing skills to promote their own business, and/or work for a marketing or advertising agency.

WHY CROWDER?

- Multimedia lab available
- Earn Industry Recognized Credentials (IRC)
- Internship opportunities
- Affordable Tuition
- A+ Program Eligible

CROWDER COLLEGE

601 LACLEDE AVE, NEOSHO, MO 64850

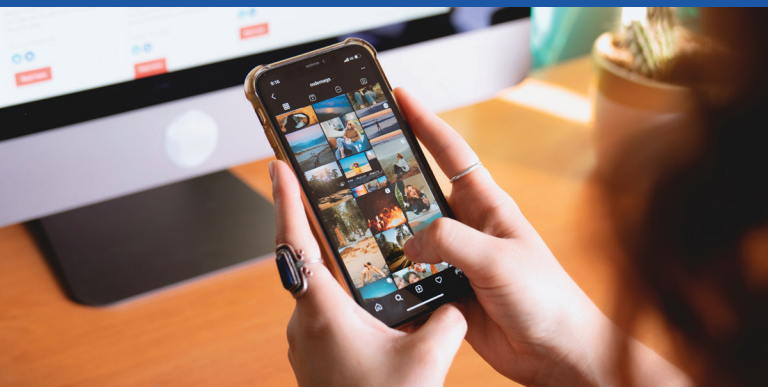
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POTENTIAL CAREERS

- Social Media Manager
- Content Generator
- Search Engine Manager
- Marketing Analyst
- Advertising Manager
- Analytics Manager

WHAT SKILLS WILL I LEARN?

- Evaluate strategies online & best practices to target the e-consumer
- Develop, organize, & measure content marketing effectiveness through social media & search engine optimization (SEO)
- Create graphics that attract an intended audience
- Create & edit video content for social media
- Create & implement a social media marketing campaign



FOR MORE INFORMATION

417.455.5495 | 417.455.5484
StephanieWitcher@Crowder.edu

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