



6 Courses

Introduction to Social Media Marketing

Social Media Management

Fundamentals of Social Media Advertising

Advertising with Facebook

Measure and Optimize Social Media Marketing Campaigns

Facebook Social Media Marketing Capstone



Jan 20, 2022

AL AMIN

has successfully completed the online, non-credit Professional Certificate

Facebook Social Media Marketing

In this specialization, learners developed and honed essential social media marketing skills, including establishing and managing a social media presence, create and manage content for social media platforms and evaluate and measure content performance, create effective and attractive ads for social media, create advertising campaigns in Facebook Ads Manager, and evaluate and communicate the results of advertising campaigns to business managers or marketing directors. Learners developed a portfolio throughout the Specialization applying their social media marketing knowledge and skills.

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.



Anke Audenaert, CEO &
Co-Founder Aptly
Adj. Professor, UCLA
Anderson School of
Management

Daniel Kob, Marketing
Leader & Entrepreneur

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