



3 Courses

Digital Strategy and Business Opportunity

Digital Channel Planning and E-Commerce Strategy

Digital Leadership and Digital Strategy Execution



Aug 10, 2023

AL AMIN

has successfully completed the online, non-credit Specialization

Digital Marketing Strategy and Planning

This Specialization introduced the core components of digital marketing and the purpose of digital strategy development. It covered the basic techniques, skills, and behaviors required in order to lead, develop, and nurture high-performing teams that are capable of successfully executing and optimizing a digital strategy. It also explained how to use digital channel planning, e-commerce, and other methods to provide consumers with a consistent brand experience across all touchpoints. Learners who successfully complete this Specialization will be awarded the Certified Digital Marketing Associate (CDMA) certification from the Digital Marketing Institute.

Ken Fitzpartick, CEO,
Digital Marketing
Institute
Ted Weissberg,
Executive Chairman,
Digital Marketing
Institute

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.

Verify this certificate at:

<https://coursera.org/verify/specialization/3K42BH58PQFR>