



Division of Professional and Continuing Education

## **STRATEGIC ONLINE MARKETING CERTIFICATE PROGRAM**

### **Program Snapshot**

- Estimated completion - 10 months!
- 8 required courses
- Each course is 4 weeks in duration
- To meet the **certificate requirements** for this program students must complete each course with a grade of C or better and have attended 70% of scheduled sessions
- Access to Cloud Campaign - learn more about this valuable resource below

**Starting the program in 2022?** Here's your recommended schedule. Register for the entire program, by term or by course.

### **Spring 2022 | Your Start Date is March 17, 2022 with an Anticipated End Date of November 22, 2022**

- [Building Your Brand and Website Foundation \(MKT-X810\)](#)  
March 17, 2022 to April 7, 2022
- [Social Media Marketing \(MKT-X805\)](#)  
April 13, 2022 to May 4, 2022
- [Web Analytics \(MKT-X807\)](#)  
May 10, 2022 to May 31, 2022
- [Content Marketing \(MKT-X804\)](#)  
June 9, 2022 to June 30, 2022
- [Principles of SEO and Onsite Optimization \(MKT-X811\)](#)  
July 14, 2022 to August 4, 2022
- [Offsite SEO Strategies \(MKT-X812\)](#)  
August 11, 2022 to September 8, 2022
- [Online Advertising \(MKT-X806\)](#)  
September 20, 2022 to October 11, 2022
- [Capstone Project Presentations \(MKT-X808\)](#)  
November 1, 2022 to November 22, 2022

### **Cloud Campaign - Exclusive Benefits for USD Strategic Online Marketing Students**

USD Professional and Continuing Education and Cloud Campaign have joined together to provide certificate track students with two exclusive benefits:

- Students will receive free access to Cloud Campaign software throughout selective courses in the program.
- Students will also receive a special promotion rate towards subscription membership.

**What is Cloud Campaign?** Cloud Campaign is a powerful tool for businesses and digital marketing professionals that want to iterate on their campaign by using analytics and artificial intelligence as a feedback loop. It's built on top of a modern software stack for a fresh take on SMM. With Cloud Campaign users have the ability to:



- **Publish with ease:** Schedule social media posts ahead of time using one of our robust schedule types. Post consistently using a weekly schedule, recycle posts over time using a drip schedule, or dynamically trigger posts based on the weather or trends.
- **Lead Conversations at Scale:** Improve customer loyalty and build a community by responding directly to comments and mentions.
- **Generate 1-Click Client Reports:** Built in-depth client reports with ease. Aggregate audience and post analytics for all of your linked accounts in one easy-to-read report. Link your Google Analytics to see how your social media efforts are affecting your overall web strategy.

### **Don't forget to lock in your certificate!**

Add the one-time certificate fee of \$45 at check out or contact us, at [continuinged@sandiego.edu](mailto:continuinged@sandiego.edu)  
[Click here to declare your candidacy for for this certificate](#)