

USF MUMA COLLEGE OF BUSINESS

# DIGITAL MARKETING CERTIFICATE



SEPT  
20-23

Digital marketing is really a misnomer – there is no marketing today that is not digital. Whether you are trying to understand the new customer experience, deliver unique value to customers, or measure and report out your impact, employing technologies in novel ways is likely at the core of your competitive advantage. Staying up to date on these disruptive technologies is always a challenge — until now.

## USF: THE PROFESSIONAL LEARNING EXPERIENCE THAT GETS YOU THERE.

The Digital Marketing Certificate at the USF Muma College of Business is a hands-on, four-day immersion program where students learn to apply principles and techniques that drive success in marketing in the digital age. Students get to solve real-world challenges and use practices developed by top companies, while digital marketing experts and professional instructors guide them through every step. Throughout the program, students continuously build their own toolset and develop a unique, personalized digital marketing portfolio. This program helps students

- Develop strategies applying to their business.
- Eliminate barriers and develop a customer-centric innovation mindset.
- Break through silos to bring their organization together on behalf of their customers.
- Gain customer insights and turn ideas into action.

## PROGRAM SCHEDULE

### September 20

- 8:30 a.m. - 9:00 a.m. Welcome and orientation
- 9:00 a.m. - 12:00 p.m. Strategic Digital Marketing
- 1:00 p.m. - 4:30 p.m. Understanding Customer Experience
- 5:00 p.m. - 6:00 p.m. Evening Networking Event

### September 21

- 9:00 a.m. - 12:00 p.m. Driving Innovation through Digital
- 1:00 p.m. - 4:30 p.m. Social Media Strategy

### September 22

- 9:00 a.m. - 12:00 p.m. Unleashing the Power of Mobile
- 1:00 p.m. - 4:30 p.m. Integrating Digital Marketing

### September 23

- 9:00 a.m. - 12:00 p.m. Analytics and Measurements of Digit
- 1:00 p.m. - 4:30 p.m. Digital transformation

The total cost of the certificate is \$4,900. Daily continental breakfast and lunch, a tablet and online materials are included in the costs.

## FACULTY: INDUSTRY LEADERS, PROFESSIONALS AND EDUCATIONAL EXPERTS

Students gain direct access to the world-renowned USF Muma College of Business faculty — industry leaders who practice the art of digital marketing every day. Learn more about our exceptional faculty at [digitalmarketing@usf.edu](mailto:digitalmarketing@usf.edu).

Learn more at [digitalmarketing@usf.edu](mailto:digitalmarketing@usf.edu) or (800) 828-8481

# PROGRAM SUMMARY

No other program delivers like the USF Muma College of Business. Students are usually broken away from the daily routine; it is time for them to immerse in real-life challenges, expert thought leadership, strategy sessions, innovation frameworks, and digital cultures. The program is divided into eight modules — each day emphasizes on two of them.

## MODULE 1. STRATEGIC DIGITAL MARKETING

Learn what makes today's marketing leaders better, different, more profitable and longer lasting in the new digital age. They redefine industries, invent new ones, marginalize and eliminate competition, deliver extraordinary customer experiences and rise to the top, leaving others in the dust.

- Learn how the "Digital Experience Makers" define customer experience.
- Discover compelling interactions that become the economics of experience.
- Explore the lessons learned by new digital companies and big brands, their successes and failures.

## MODULE 2. UNDERSTANDING CUSTOMER EXPERIENCE

Learn why skillfully executing customer experience strategies lead to enormous rewards. When integrating customer experience into business strategy, you'll achieve higher customer engagement, reduced churn, increased revenue, and greater employee satisfaction.

- Discover the elements that comprise an effective and strategic customer experience plan.
- Develop and discuss a clear customer experience vision for your own organization.
- Create the critical goals and roadmap to help reach your customer experience vision.

## MODULE 3. DRIVING INNOVATION THROUGH DIGITAL

Gain insights, inspiration and ideas for your company by understanding how digital is at the center of driving innovation.

- Define Innovation from a business perspective: Ideas – Invention – Innovation.
- Learn the best practices that have worked for digital marketing leaders.
- Understand what affects the determining, developing and delivering of effective digital innovations.

## MODULE 4. STRATEGIC SOCIAL MEDIA

Social media has allowed customers to gain greater control and power in the digital age. Use social media strategically to design, build and drive new customer experiences that provide value to customers and drive ROI at the firm.

- Develop insight into social listening strategies to understand customers' unmet social needs.
- Identify critical social media components throughout multi-channel touchpoints
- Use social media to drive improved decision making and drive sales.

## MODULE 5. UNLEASHING THE POWER OF MOBILE

Mobile-first is the mantra in the digital age. Through collaboration and ideation, you create a mobile first strategy for your customers.

- Apply modern ideation and relationship building models to rethink what mobile first means for your business.
- Develop your own Mobile First strategy and roadmap.
- Discover essential elements of Mobile First and the levers that impact its success.

## MODULE 6. INTEGRATING DIGITAL MARKETING

Show the value of digital marketing strategies and programs, and tie the benefits directly to traditional marketing strategies and tools. Collaborate with peers and organizations to implement programs that shift funds from traditional marketing.

- Assess the current mix of traditional and digital strategies and tactics, and the impact of online and offline.
- Eliminate silos and break down barriers as you build integrative approaches.
- Establish measurements and strategies that link impact of traditional and digital marketing tactics.

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## MODULE 7. ANALYTICS AND MEASUREMENTS OF DIGIT

At the core of all modern marketing is the use of data and analytics. Learn how to use data to predict, respond and deliver timely and unique experiences to customers. Organizations that integrate data into decision making consistently outperform competitors.

- Understand how to capture, organize and manage a data-driven organization.
- Learn how and when to employ dashboards and marketing automation.
- Discover the most relevant, actionable metrics for your organization to drive desired business results.

## MODULE 8. DIGITAL TRANSFORMATION

Change is hard, people are resistant and the market is becoming more fiercely competitive every day. Organizations must quickly evolve or be left behind. It takes a special leader to navigate these waters and get your entire organization marching to the same drummer. Arm yourself with these indispensable leadership skills.

- Discover how to drive adoption across your entire organization.
- Successfully jumpstart your role by gaining quick wins, and bring others along with you.
- Become a successful change-agent for digital-first thinking and inspire change.

## DISTINGUISH YOURSELF AS A LEADER WITH YOUR DIGITAL MARKETING CERTIFICATE FROM THE USF MUMA COLLEGE OF BUSINESS

The Digital Marketing Certificate provides you the differentiating factor. It proves that you have completed all modules as well as the cumulative capstone project. You walk away with confidence and your own, professional digital marketing portfolio. For those interested in academic graduate credit, a three-credit course waiver is available towards your MBA degree.

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# REGISTER TODAY

To apply or for more information about the Digital Marketing Certificate contact us at



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## GETTING THERE — WITH THE USF DIGITAL MARKETING CERTIFICATE

Experiencing is believing. Experience the Digital Marketing Certificate at the USF Muma College of Business for yourself. The program offers an extraordinary opportunity to immerse yourself in an intensive, collaborative learning environment to reach your goals. Enroll today. Brought to you by USF Muma College of Business Executive Education, traditional learning approaches don't capture the interdisciplinary demands of today's executives. You need a sharp arsenal to deliver successfully across conventional and digital channels, and stay ahead of your competition. That's where the difference of the USF Muma College of Business Executive Education comes in.

## THE USF MUMA COLLEGE OF BUSINESS DIFFERENCE

With USF Muma College of Business Executive Education, you step into the future of executive education and learn how to bring innovative concepts to life. The programs focus on professionals who desire advancement and the ability to reach their goals. Courses typically combine several different fields of study and offer you unique opportunities to broaden and deepen your knowledge and skills.

By combining the academic rigor of a university with the real world practicality of generating ROI, our enriched programs cast you into real-world situations. You develop strategies and roadmaps and make complicated decisions applicable to your own work environment.

In addition to role-playing and simulations, you create your own executive portfolio with customized templates that you can use immediately in your workplace. You complete a capstone project designed to apply your knowledge and reinforce what you've learned throughout the program.

## EXECUTIVE EDUCATION EXPERTS

The USF Muma College of Business network of executive education experts are also industry leaders in their field. They consult to many of the world's top universities and corporations. They provide strategic guidance and advice to leading corporations on cutting-edge topics relevant to business growth. As expert coaches, they lead you step-by-step through the complicated maze of new frameworks, strategy models, and innovative design concepts.

## HELPING YOUR BUSINESS GET TO THE NEXT LEVEL

USF Muma College of Business Executive Education works with your staff to design curriculum unique to your organizational needs. From building industry specific case studies to developing customized in-house training programs. Learn how your company would benefit from the world-class executive education offerings provided by USF Muma College of Business Executive Education.



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