

Empower The Digital Marketing
Thought Leaders Of Tomorrow

**DIGITAL
MARKETING
STEERING
COMMITTEE**



UNIVERSITY of
SOUTH FLORIDA

Muma College of Business

PARTNER WITH USF AS A DIGITAL MARKETING STEERING COMMITTEE MEMBER

Executives around the nation are hand-picked for the committee to provide students an exclusive group of individuals with diverse industry backgrounds to offer different points of view and distinctive leadership qualities, making up a team of accomplished experts who offer innovative advice and dynamic perspectives in their areas of focus.

Leveraging the greatest minds in business, the USF Digital Marketing Steering Committee contributes unique viewpoints beneficial to the Digital Marketing Certificate Program.



As a partner of the committee, your role is to support our faculty and program managers in delivering relevant offerings and strengthening the fundamental mission of the USF Digital Marketing Certificate Program.

POWER OF COLLABORATION

The committee works collaboratively to provide constructive feedback and strategic direction, helping to guide quality improvement and assess program efficacy.



Enlighten participants with real-world case studies, opening them up to the tools and insights your company has discovered and tested along the way.

PASS ON YOUR INDUSTRY KNOWLEDGE

Committee members provide an invaluable expertise to our world-class professional certificate programs, ensuring immediate ROI back to firms, ensuring the program is delivering a syllabus that is current, up to date, and relevant to business and industry needs.

PROVIDE MENTORSHIP

Post-program mentoring grants participants opportunities of encouragement in their growth and continued skill building.

BE AN AMBASSADOR AND ADVOCATE

Promote the program to your organization, prospective students and stakeholders in the community. Share upcoming course dates and your committee member discounts. Be sure to post social media, and publish communications and press releases.

Digital Marketing Program
COMMITTEE MEMBER HIGHLIGHTS

UNIVERSITY OF SOUTH FLORIDA
Muma College of Business

John Godsman
Head Business Development,
General Electric Co.

How did you get started in Digital Marketing?
I earned a Bachelor of Science degree in finance and accounting from Pittsburg State University in 1981. I'm an inactive Certified Public Accountant.

What are the biggest accomplishments of your career?
I've delivered many global technology projects for banks, for stock markets, and technology organizations. I would say I have a great deal of pride in the teams that I've been able to build over the years, especially in their capabilities. Most fundamentally, delivering for superior businesses that I've worked for by providing new solutions to business problems. The cultural leadership that my team and I have managed to provide for the organizations is important, as well.

Why did you join the Digital Marketing Steering Committee at USF?
With today's transformative technologies and ever-changing customer expectations, we need to help guide the upcoming marketers of tomorrow.

What major trends do you see in the future?
With social media outlets being more utilized, Digital Marketing has had to switch gears a lot often and an app adds an update.

Why should someone participate in the USF Digital Marketing Program?
With a challenging interdisciplinary curriculum, our program prepares you to analyze, manage, and build experiences that are unique and valuable in the marketplace.

USF Digital Marketing Steering Committee
Member Since: 2018
Industry: Conglomerate
Location: Florida
Employees: ~2000
Challenges:
• Staying ahead of competitors
• Offering the best product
• New ways to market

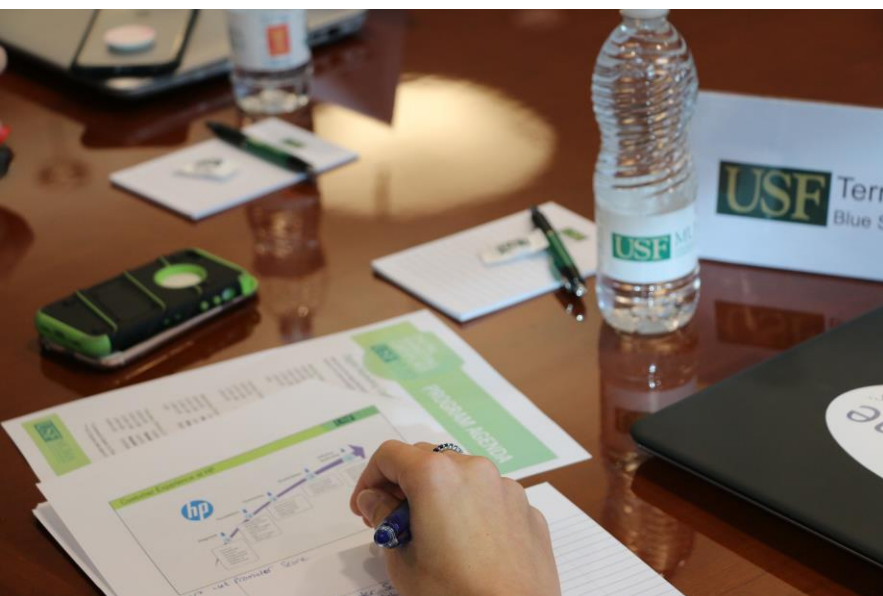
Digital Marketing Certificate 2020

Showcase what drew you to Digital Marketing, and why the USF program is so important to you, in a monthly email newsletter featuring "Committee Member Highlights" sent to your students and peers.

CUSTOMIZED CORPORATE TRAINING

Grow the learning power at your company with custom experiences designed to provide your executives and professionals a substantive and transformational skillset for long-lasting impact on business performance. Cultivate leadership, devise new strategies, and build the business acumen your firm needs to excel with effective and efficient programs.

USF works with many organizations to offer customized programs and continued mentoring. All in-classroom and online materials, presentations, and system offerings can be co-branded to clearly identify your corporation.



Take advantage of exclusive discounts for in-classroom and online programs, including customized corporate training for leaders and work teams.

CUSTOMIZED EXPERIENCES

Work with the USF design team to discover pain points and skill gaps, selecting customized options that best fit your requirements and budget. Make industry specific changes to the existing USF program, or develop a new curriculum designed expressly for your company.



Once you've been granted a seat on the committee, you'll receive a welcome kit filled with USF items – committee member certificate, acceptance letter, program brochure, USF magnet, and USF sticker to name a few!

COMMITTEE MEMBER PERKS

Advance your personal knowledge and stay informed about the program, participants and curriculum by attending online panel meetings. Connect and network with your peers across various industries.

YOUR NEXT STEP IS SIMPLE

Help generate new ideas, conversations and solutions worth capturing. To learn how you can begin your journey as a steering committee member for the USF Digital Marketing Certificate Program, contact us today!

Call Us!

813.563.6229



UNIVERSITY of
SOUTH FLORIDA

Muma College of Business