Badge Details

Name	0552 – Digital Marketing
Description	The Digital Marketing course is designed to give students a general background in digital marketing and an introduction to the rapidly growing and evolving career field. Students will be exposed to the fundamental concepts and principles of the digital experience, focus on the learning tools and skills necessary for solving business problems, and developing marketing opportunities. This course will provide practical experience in, but not limited to: eCommerce, media planning, branding, online advertising, display advertising, digital campaigns, social media marketing, and mobile media.
Criteria	***Candidates receiving this certification will take an exam with the following criteria:*** The exam is composed of 45 questions. - Branding 13% - Content Creation 21% - Content Optimization 23% - Content Distribution 25% - Social Relations and Outreach 13%