

DMK359 : Project and Portfolio V: Digital Marketing

The Project and Portfolio V: Digital Marketing course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will prepare for the Google Ads certification, an industry-standard accreditation offered by Google to demonstrate expertise as an online advertising professional. The course begins with preparation for the Google Ads Fundamentals exam and also includes preparation for either the Search or Display Advertising exams. Optionally, students may also prepare for the Shopping Advertising certification and/or the Video Advertising certification.

Credits 3