With our online certificate in Digital Marketing, you’ll walk away with a customized social media strategy and an actionable digital marketing plan, along with practical skills in data analysis, mobile and native marketing, and other areas that can immediately be applied to your business.

Continuing and Professional Education at The New School delivers courses and programs that give professionals and non-degree-seeking students the edge that can come only from our accredited university and the dynamic network of faculty scholars and working professionals at The New School.

Learn the skills you need to advance your career in a changing world.

Certificate Details

- **Number of courses:** 5
- **Course length:** 5 weeks
- **Timeline to completion:** Most students take two courses per semester. Students have up to two years to finish, but many finish in one year or less.
- **Format:** Online
- **Price:** $3,000
Social Media Marketing

Tap into the enormous potential of social media to elevate your brand and business. Learn how to map your strategy, choose your channels, develop viral content, and monitor, measure, and respond to user activity for best performance.

The Digital Marketing Ecosystem: An Introduction

This course explores the evolution of digital marketing and the way elements such as strategy, channels, and platforms interconnect.

Getting Creative: Digital Marketing Strategy

Learn how to apply a value proposition, identify and analyze brand attributes, and conduct a SWOT analysis for a brand, product, or service of your choosing.

The Digital Marketing Ecosystem: An Introduction

This course explores the evolution of digital marketing and the way elements such as strategy, channels, and platforms interconnect.

Week 1
The Origins of Digital Marketing

Week 2
Ecosystem, Part 1: The Human Side

Week 3
Ecosystem, Part 2: The Technical Side

Week 4
Interconnectivity in the Ecosystem

Week 5
Where We Are and Where We’re Heading

Week 1
Overview of Digital Marketing Strategy

Week 2
Developing a Proof of Concept

Week 3
Conducting a SWOT Analysis

Week 4
Reviewing Case Studies

Week 5
Making a Final Pitch

Week 1
Social Media Strategy

Week 2
Social Media Platforms for Business: Facebook, Twitter, and LinkedIn

Week 3
Social Media Platforms for Business: Pinterest, Instagram, and YouTube

Week 4
Social Media Metrics and KPIs

Week 5
Ninja Tips for Social Media
Digital Marketing Campaigns
In this course, we examine the progression of a marketing plan, from brief to channel selection to projection of ROI, and apply this expertise to your brand and business.

Programmatic, Mobile, and Native Marketing
Explore the roles of digital, mobile, and native marketing and the way they all come together to form a campaign.

- **Week 1**
  - Programmatic Advertising

- **Week 2**
  - Popular Platforms

- **Week 3**
  - The Context of Mobile

- **Week 4**
  - Native Ad Placements

- **Week 5**
  - The Rollout of a Multichannel Campaign

- **Week 1**
  - Defining Success: Five Key Considerations

- **Week 2**
  - Creating a Brief

- **Week 3**
  - Launching the Campaign

- **Week 4**
  - Optimizing the Campaign

- **Week 5**
  - Campaign Presentations
Who Should Enroll
» Marketers who wish to diversify their digital skills to support business growth
» Entrepreneurs looking to launch and market their brand
» Professionals interested in moving to a career in digital marketing

What You’ll Gain
» An understanding of brand strategies across today’s top digital platforms
» Knowledge of data analysis, KPIs, and desired outcomes
» Knowledge of the steps involved in implementing a digital marketing plan

How You’ll Learn
» Engaging video lectures and interviews with industry experts
» Direct interaction with faculty practitioners at the top of their fields
» Online collaboration and video conferencing
» Project-based learning focused on developing real-world skills and portfolio assets

Get started today.
Register at cpe.newschool.edu.

Continuing and Professional Education
66 West 12th Street
New York, NY 10011
212.229.5620