



# MARKETING: E-MARKETING SKILL-SPECIFIC CERTIFICATE

## WHY EARN A CERTIFICATE IN E-MARKETING?

Mark Zuckerberg started the revolution with Facebook. Now any marketer, regardless of the service, product or process that they represent, must maintain a digital presence if they want to reach their target market. As Chris Brogan, CEO of Owner Media Group and author of such books as “Trust Agents” and “Social Media 101,” says, “Social media puts the ‘public’ into PR and the ‘market’ into marketing.” As more companies and organizations focus on digital platforms to connect with their customers, opportunities and salaries for digital-savvy marketers will continue to rise.

## THE E-MARKETING CERTIFICATE PROGRAM AT MACOMB

In Macomb’s E-Marketing Skill-Specific Certificate Program, you will acquire introductory-level knowledge about general marketing and E-Marketing principles, including online advertising, search engine optimization and social media strategies. You will learn basic web programming and how to create web pages that get noticed by top search engines and, ultimately, by your target market. And, you can earn your skill-specific certificate in E-Marketing from Macomb with as few as 17 credits.

## THE COURSEWORK

In Macomb’s E-Marketing Skill-Specific Certificate Program, you will take the following courses:

- Computer & Information Processing Principles
- E-Marketing
- Introduction to Web Programming
- Principles of Marketing
- SEO for the Web

## EMPLOYMENT OUTLOOK

Most all of the positions in this field require a bachelor’s degree to earn median salaries of \$54,820 for a digital engagement specialist or social media strategist, with 10 percent growth expected through 2024; or \$74,650 for e-commerce marketing manager, internet marketing consultant or senior search engine optimization specialist, with 6.3 percent growth expected through 2024.



# MARKETING

Marketing is figuring out what your customers really want. It's turning a concept into a deliverable product or service. It's selecting a name, designing a package, developing an ad or a sales presentation. It's evaluating inventory positions and transportation options to keep costs in check. And, finally, it's setting the price to make a profit.

This sounds like common sense, right? Yet statistics show that 61% of new businesses fail to make a profit. In many cases a marketing professional could have turned those failures into successes!

## WHY STUDY MARKETING?

Whether you have people skills, analytical skills or creative skills, you will find marketing has career opportunities for you. There is a tremendous demand for people who understand customers, competition, and current happenings in the business world. These people are the ones who will design a workable, profitable blend of promotion, distribution, pricing and product strategy that is critical to the success of a business.

## THE PROGRAM

The Marketing program at Macomb starts with building-block business classes, because the best marketing professionals are those who can speak the language of all areas of a business. These courses include Accounting, Management, Business Communications, Economics and Psychology.

With the building blocks in place, you will take a core of Marketing classes: Principles of Marketing, Consumer Behavior and Marketing Strategies. You will also choose elective courses based on your area of interest. These courses include Advertising and Promotion Management, Professional Selling, E-Marketing, Retailing, Small Business Marketing, Sports and Entertainment Marketing and Customer Service. When you've completed this program, you'll have developed a comprehensive portfolio to help you obtain and excel in a marketing career.

For your convenience, most courses in the Marketing program are offered online.

## FOR MORE INFORMATION

Call 866.622.6621, visit [www.macomb.edu](http://www.macomb.edu) or contact the program advisors:  
Professors Monique Doll [dollm@macomb.edu](mailto:dollm@macomb.edu) or Joe Rice [ricej@macomb.edu](mailto:ricej@macomb.edu).



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