fluence consumer behavior? How does one develop a strong brand? At the conclusion of this course, the successful student will be able to define the main concepts and explain the purpose of branding, describe the process and methods of brand management, including how to establish brand identity, build brand equity and formulate an effective brand strategy.

Customer Relationship Management $600 (MCCUSRE)
This course examines the fundamentals of customer relationship management (CRM) and its function and support in marketing, sales, and service. Effective CRM strategies help companies align business process with customer centric strategies using people, knowledge and of course technology. Companies strive to use CRM to optimize the identification, acquisition, growth, and retention of desired customers to gain competitive advantage and maximize profit.

Marketing Management $600 (MCMERMA)
The course will examine the process of developing, planning and executing a competitive marketing strategy by which the firm operates. The course will review the various marketing management tools and theories including SWOT analysis and Porter’s five forces in an effort of understanding the competitive landscape. This course will provide a deeper understanding of the contributions and functions of marketing in the business world.

Summer 2019 at CEP:
CEP’s Summer semester runs from June 1 to August 11. Classes do not meet on major holidays - please note skip dates.

The Digital Marketing Open House will be held on: Monday, May 20, 2019 @ 6pm

www.hunter.cuny.edu/ce/certificates/business-certificates/marketing
Advanced Certificate In Digital Marketing

Registration and Tuition:
This Advance Marketing Certificate provides a wider, deeper and up-to-date practical marketing knowledge needed in this dynamic, growing and exciting field. Learn how to create and deliver customer value, multiple marketing communication methods, understand the purpose and importance of branding and the process of developing, planning and executing a competitive marketing strategy. The program consist in 12 marketing courses and is designed for students who would like to develop skills and knowledge appropriate for many entry-level positions in various business organizations. To register for courses online, visit our online registration portal. You may browse courses and register as a new or returning student. Certificate students, please visit or contact the registration office to select your course schedule per semester.

Required Courses:

Marketing 101 $550 (BCMAR101)
This course introduces students to the fundamentals of marketing including the various marketing channels, tools, concepts and terms and how each plays a critical role in marketing a product or service. Topics include an understanding of market segmentation, selling, customer behavior, product strategic promotion and distribution, digital marketing, and marketing objectives.

Professional Selling for Marketers $550 (MCSALCOM)
This course teaches students the foundation of the most important areas in sales and marketing and the marketing mix including; advertising, promotion, consumer behavior, and personal selling. Course Learning Outcomes:

• Comprehend the various elements of the sales cycle
• Demonstrate the ability to successfully prepare and present a written and oral sales pitch
• Comprehend the basic marketing concepts and the four P’s: Price, Promotion, Place and Product.
• Describe how the Internet is changing marketing for all businesses
• Identify market segments, target markets and consumer behavior
• Recognize the importance of understanding customer needs and expectations as well as customer service and CRM
• Distinguish the key components of the marketing mix and their impact to the business

Social Media For Business $600 (MCSCCMED)
This course focuses on the use and importance of social media for business, including learning about the tools used to promote, strengthen, target and service consumers. Students gain an understanding of how to launch and monitor a business’s social presence via Twitter, LinkedIn, YouTube, Instagram and Pinterest.

Digital Marketing $550 (DIGMARK)
In this class, students will create their own digital marketing plan and learn how to build and deliver marketing initiatives to boost any business product or service. This Digital Marketing course covers tools and techniques such as web, email, video, mobile, and social media marketing and advertising including current strategies for large and small companies. Topics include:

• Understanding smartphones/tablets and mobile marketing
• Online advertising strategies to mobile
• Be found via mobile search as consumers regularly use their phones to find and act on information
• Location based products and services and integrated mobile ad marketing strategy
• How mobile research begins with search
• Mobile purchase influences

Search Engine Marketing and Optimization $600 (MCDTANA)
We are producing more data than ever before. As more and more marketers move toward using data analytics to support and drive business growth, understanding available data is a key component to a successful marketing strategy. Over the last decade, marketing has been revolutionized by data analytics, allowing brands to deliver more targeted messaging and measure their return on investment (ROI). But, where exactly does a business begin making these improvements? This course provides an overview of marketing analytics including the terms/concepts and platforms used to optimize the content on websites, including keyword research and analysis. Topics include:

• Identify the best social channels and messaging for customer acquisition
• Marketing Return on Investment (MROI)
• Search Engine Marketing
• Paid Search Advertising
• Pay-per-click (PPC) and Cost-per-Click (CPC)
• Search Engine Optimization (SEO), and Web Analytics

Web and Email Communication For Marketing $300 (MECMEMAIL)
The following topics are covered in this class:

• Brief history - How we get here
• How internet and email effect our modern life
• Web essential - best practices/Email essential - do and don’t

Creating Content for Marketing & Advertising $400 (MCCMAAD)
Learn how to develop content for traditional and digital marketing channels for a real-life project. Using the project as a center point, this class delves into the specifics of content creation for print, email, and social media campaigns. Planning your social media content delivery keeps your marketing on-message, making it more likely that you’ll reach your business goals. Topics include:

• Understand How Your Ideal Customer Moves From Awareness to Conversion
• Decide Why You’ll Use Social Media for Business, and Identify KPIs
• Choose the Right Social Network to Engage Your Audience
• Research Content Topics
• Plan Your Content Calendar
• Build Trust Through Consistent Engagement
• Measure Progress and Adjust Course

Using Your Certificate Program To Change Careers $99 (MAXCERT)
Learn how to maximize this professional investment and leverage what you’ve learned to get hired in the field/industry of your choice. This practical hands-on comprehensive course provides an overview of the essential steps to get hired in today’s digital age. Students will be given a step-by-step guide to developing core professional materials including, traditional and e-resumes, cover letters, and professional bio to tell your professional story including volunteer, entrepreneurial and un-paid life experience.

Integrated Marketing and Sales Promotions $600 (MCINTMARS) NEW!
This course will review the multiple communication methods aimed to deliver a particular message to a specific audience with a targeted purpose of altering consumer perceptions and/or behavior. The course will review the various marketing tools associated with a marketing strategy such as advertising, public relations, sales promotions, direct and digital marketing to name a few.

Brand Management $600 (MCBRAND) NEW!
Why do some brands have such loyal followers? Why do some brands fade away quickly? How does branding in-