

### Summer 2023 at CEP:

Summer semester runs from May 29-August 20. Classes do not meet on major holidays - please note skip dates

## Course Schedule

### Digital Marketing Courses:

Marketing 101 (BCMAR101)  
Thu. 5:45 -7:45pm 6/1-7/6 (7 sess.)

Digital Marketing (DIGMARK)  
Thu. 7:55-9:55pm 6/1-7/6 (7 sess.)

Professional Selling for Marketers (MCSALCOM)  
Not available

Social Media for Business (MCSOCMED)  
Not available

Search Engine Marketing and Optimization (MCD-TANA)  
Not available

Web & Email Communication For Marketing (MCE-MAIL)  
Sun. 1:30-3:30pm; 6/4-6/25 (4 sess.)

Creating Content for Marketing & Advertising (MCC-MAAD)  
Mon. 6:00-8:00pm 6/19-7/31 (6 sess.) skips 7/3

Using Your Certificate Program To Change Careers (MAX-CERT)  
Not available

## Course Schedule

### Adobe Courses:

Adobe InDesign I (GDADOIN1)  
Wed. 5:30 - 8:10pm; 6/7-7/12 (6 sess.)

Adobe InDesign II (ADOIN2)  
Not available

Adobe Photoshop I (GDADOPH1)  
Thu. 5:30 - 7:30pm; 6/8-7/13 (6 sess.)

Adobe Photoshop II (ADOPH2)  
Not available

Adobe Illustrator I (GDADOILL)  
Thu. 7:40 - 9:40pm; 6/8-7/13 (6 sess.)

Adobe Illustrator II (ADOIL2)  
Not available

Producing Video for Digital Publication (GDVID)  
Not available



### Location:

695 Park Avenue, Room E1022, New York, NY 10065  
Phone: 212-650-3850  
Email: ce@hunter.cuny.edu  
Monday-Friday, 9:00am-5:00pm

# CONTINUING EDUCATION at HUNTER

## Digital Marketing

This certificate equips students with the knowledge needed to gain an entry-level position in the marketing industry, or to further marketing knowledge in order to advance careers.



# Summer 2023

[www.hunter.cuny.edu/ce](http://www.hunter.cuny.edu/ce)

[Digital Marketing Certificates](#)

# Certificate In Digital Marketing

## **Registration and Tuition: \$3,500**

The Certificate in Digital Marketing is ideal for those searching for an entry level marketing position or those seeking an understanding of the subject. Students will gain the knowledge necessary to meet the challenges and opportunities faced by today's marketing specialist. The certificate consists of 8 required courses. A detailed certificate brochure is available on our website, at our open house and in our office.

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.

### **Professional Selling for Marketers \$550 (MCSALCOM)**

This course teaches students the foundation of the most important areas in sales and marketing including: advertising, promotion, consumer behavior and personal selling.

### **Social Media Marketing \$600 (MCSOCMED)**

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' 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 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.

### **Search Engine Marketing and Optimization \$600 (MCDTANA)**

More and more marketers are moving toward using data analytics to support and drive business growth. 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.

### **Web & Email Communication For Marketing \$300 (MCEMAIL)**

Learn the essentials and best practices for web and email communication.

### **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.

### **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 provides an overview of the essential steps to get hired in today's digital age. Students will be given a step-by-step guide in developing core professional materials including traditional and e-resumes, cover letters and professional bios to tell your professional story including volunteer, entrepreneurial and un-paid life experience.

### **Combined Certificate In Digital Marketing & Adobe Tools \$5,600**

This dual certificate equips students with the skills necessary to become a dynamic Digital Marketing Specialist. By developing a strong concentration in graphic design skills, the Digital Marketing Specialist is able to support the creation and management of marketing materials, corporate communication documents, email blasts, and so forth. Fifteen courses are required. A detailed schedule is available on our website. Course details are also available in the Digital Marketing and Graphic Design certificates sections of this catalog.

This dual certificate consists of 15 required courses: all 8 Digital Marketing courses *plus* the following 7.

#### **Adobe courses:**

- Adobe InDesign I & II
- Adobe Illustrator I & II
- Adobe Photoshop I & II &
- Producing Video for Digital Publication