



5 Courses

**Introduction to Social Media Marketing**

**Social Media Management**

**Fundamentals of Social Media Advertising**

**Advertising with Meta**

**Measure and Optimize Social Media Marketing Campaigns**



Jun 14, 2021

## **RALPH PAGARIGAN**

has successfully completed the online, non-credit Professional Certificate

# **Meta Social Media Marketing**

In this specialization, learners developed and honed essential social media marketing skills, including establishing and managing a social media presence, create and manage content for social media platforms and evaluate and measure content performance, create effective and attractive ads for social media, create advertising campaigns in Facebook Ads Manager, and evaluate and communicate the results of advertising campaigns to business managers or marketing directors. Learners developed a portfolio throughout the Specialization applying their social media marketing knowledge and skills.

The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

Verify this certificate at:

<https://coursera.org/verify/professional-cert/HQZ9CMAD5A3W>



**The School of Executive Education and Lifelong Learning**

presents this certificate to

**Ralph Pagarigan**

for having completed the

**Fundamentals of Marketing Management Online Program**

**June 28, 30, July 2, 7 and 9 2021**

Given this 12<sup>th</sup> day of July 2021

in Makati City, Republic of the Philippines.

A handwritten signature in black ink, appearing to read "Rafael L. Camus", is positioned above a horizontal blue line.

**RAFAEL L. CAMUS**  
Program Director

A handwritten signature in black ink, appearing to read "Alberto G. Mateo, Jr.", is positioned above a horizontal blue line.

**ALBERTO G. MATEO, JR.**  
School Head

School of Executive Education and Lifelong Learning