



7 Courses

Marketing in a Digital World

Digital Marketing Analytics  
in Theory

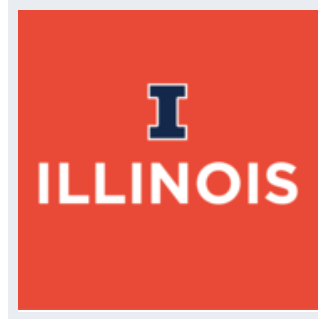
Digital Marketing Analytics  
in Practice

Digital Media and Marketing  
Principles

Digital Media and Marketing  
Strategies

The Digital Marketing  
Revolution

Digital Marketing Capstone



Mar 16, 2022

## ASHLEY MARIE BIGGS

has successfully completed the online, non-credit Specialization

# Digital Marketing

This Specialization covers the concepts, tools, and techniques you need to both communicate with customers in a systematic and integrated way using multi-media channels and to create effective targeted promotional campaigns.

Aric Rindfleisch, John M. Jones Professor of Marketing; Kevin Hartman, Head of Industry at Google; Mike Yao, Interim Head of the Charles H. Sandage Department of Advertising and Associate Professor of Digital Media; Vishal Sachdev, Director of Illinois MakerLab

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.

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