

Pathways for 21st century learners: Integrating industry-based certifications into the digital marketing curriculum

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The Digital Marketing Course

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| WHO? | Open to all undergraduate students who have taken Introduction to Marketing course |
| WHAT? | A new elective marketing course |
| WHEN? | Offered every semester |
| WHY? | Students are demanding a course that combines strategic knowledge and tactical skills |
| WHERE? | Lab-based classroom that emphasizes hands-on, applied exercises to real-world problems |
| HOW? | Quizzes, classroom exercises, blog posts, presentations, and NO-FEE CERTIFICATIONS! |

Industry Certifications



| Benefits for Students | Benefits for Instructors |
|---|---|
| Certificates motivate students – they are attainable, yet challenging | Boosts instructor confidence to integrate technology into the classroom |
| Certificates are recognized by employers and peers | Ready solution that is cost effective and time efficient for addressing certification needs |
| Certificates are from legitimate, established third-party companies | Universal portability and relevance as a recognized standard in digital marketing |
| Student learning is self-directed and may instill lifelong learning | Reduces class time on how to use software and enables focus on strategy and concepts |
| Students focus on applying knowledge to practice | Makes connections between the school and the business community |