

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

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The Digital Marketing Course

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