## Interactive Marketing Certificate Program

### Program Syllabus

| Week 1 | Customer engagement online and path to purchase  
| Digital marketing in an Omnichannel world  
| Making retail a digital touchpoint  
| Digital loyalty programs  
| Getting the most out of mobile  
| Presenters: Allison Cuca, McDonald’s Corp  |
| Week 2 | User experience  
| Case studies for integrating digital programs  
| Presenters: Joe Early, Constellation Energy and Dan Dulik, Cars.com  |
| Week 3 | Advanced Topics in Search  
| How search engines and ranking factors work  
| How SEO works  
| SEO tactics  
| How Paid Search works  
| Paid Search account structures  
| Paid Search reporting  
| Paid Search technologies and tolos  
| Presenters: Tyler Beth, YieldBot and Noam Dorros, Mindshare  |
| Week 4 | Digital Display - Strategy (Power of creative vs data)  
| Types of display ads, sizes, formats, functionality  
| Integrated display in mobile  
| Why data is critical to display advertising  
| The role of the DMP  
| Future trends in leveraging digital data  
| Presenters: Roy Wollen, Hansa and Isiah Drake, Performics  |
| Week 5 | Digital Display - Ad Technology  
| How marketers use ad networks, exchanges and partners to serve ads  
| The digital display ecosystem  
| The technology of serving an ad  
| Cookies, pixels and scripts  
| The types of targeting that is possible  
| Presenters: Jeremy Gold, Yahoo and Mike Treon, AOL  |
| Week 6 | Measurement and attribution  
| Measuring audiences  
| Measurement players in the space  
| Cross Platform measurement  
| Looking ahead to Addressable TV  
| Privacy trends to keep an eye on  
| Presenters: Scott Worthem, comScore  |