

Program: Digital Marketing Certificate: Accelerated Format

Quarter: Summer 2019

Elective Courses (Choose 2)

- **Search Engine Optimization (SEO) and Marketing**
Online Option: 07/01/19 - 08/30/19; In-class Option: Wednesdays 6:00pm – 9:00pm, 07/10/19 - 09/04/19
- **Social Media Marketing**
In-class: Thursdays 6:00pm – 9:00pm 07/11/19 - 09/05/19
- **Influencer Marketing**
Online: 07/08/2019 – 08/17/2019
- **Paid Search (PPC)**
In-Class: Wednesdays 6:00pm – 9:00pm 07/10/19 - 09/04/19

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
6/24/2019	6/25/2019	6/26/2019	6/27/2019	Digital Marketing 9:00am - 4:00pm 6/28/2019: Session 1	Digital Marketing 8:00am - 3:00pm 6/29/2019: Session 2
7/1/2019	7/2/2019	7/3/2019	7/4/2019	7/5/2019: No Meeting	7/6/2019: No Meeting
7/8/2019	7/9/2019	7/10/2019	7/11/2019	Digital Marketing 9:00am - 4:00pm 7/12/2019: Session 3	Digital Marketing 9:00am - 4:00pm 7/13/2019: Session 4
7/15/2019	7/16/2019	7/17/2019	7/18/2019	Digital Marketing 7/19/2019: No meeting Assignments Due.	Content Marketing 9:00am - 5:00pm 7/20/2019: Session 1
7/22/2019	7/23/2019	7/24/2019	7/25/2019	7/26/2019	Content Marketing 9:00am - 5:00pm 7/27/2019: Session 2
7/29/2019	7/30/2019	7/31/2019	8/1/2019	8/2/2019	8/3/2019
8/5/2019	8/6/2019	8/7/2019	8/8/2019	Content Marketing 9:00am - 5:00pm 8/9/2019: Session 3	Content Marketing 9:00am – 5:00pm: 8/10/2019: Session 4
8/12/2019	8/13/2019	8/14/2019	8/15/2019	Digital Marketing Analytics 9:00am - 5:00pm 8/16/2019: Session 1	Digital Marketing Analytics 9:00am - 5:00pm 8/17/2019: Session 2
8/19/2019 Digital Marketing Analytics: Session 3 Online	8/20/2019	8/21/2019	8/22/2019	8/23/2019	8/24/2019
8/26/2019 Digital Marketing Analytics: Session 4 Online	8/27/2019	8/28/2019	8/29/2019	8/30/2019	8/31/2019
9/2/2019	9/3/2019	9/4/2019	9/5/2019	9/6/2019	Digital Marketing Analytics 9:00am - 5:00pm 9/7/2019: Session 6

