

Credentials Overview — Marketing Coordinator



Credential Options

Cost Details

Google Analytics Individual Qualification Certificate/Google

*recommended

Google's Analytics Academy will help apprentices learn about Google's measurement tools so apprentices can learn how to grow a business through intelligent data collection and analysis. Apprentices must take the Google Analytics for Beginners and/or the Advanced Google Analytics Courses for free via Google Analytics Academy.

Completion Time: **1 week.**

Difficulty Level (Low, Moderate, High, Very High): **Moderate.**

Exam:

- Free

Preparation:

- Free through Google Analytics Academy

Google Adwords Certificate/Skillshop

The Google Adwords Certificate is another in-demand certification for digital marketers. Apprentices must pass the fundamentals exam as well as an exam that focuses on a specific area (search, display, mobile, video, shopping or advertising). Apprentices should have some on-the job experience before attempting these exams.

Completion Time: **1 week.**

Difficulty Level (Low, Moderate, High, Very High): **Low.**

Exam+Preparation:

- Free

Hubspot Content Marketing Certification/Hubspot Academy

This course provides apprentices with a content creation framework for producing effective content on a consistent basis. Apprentices will learn to create and repurpose content that both humans and search engines engage with.

Completion Time: **1-2 weeks.**

Difficulty Level (Low, Moderate, High, Very High): **Moderate**

Exam+Preparation:

- Free



Credentials & Coursework — Marketing Coordinator

Higher Ed Coursework (Year 3)

Course	Description	Approx. Cost*
BUS 115 Intro. to Business	Introduces the application of fundamental business principles to local, national, and international forums.	\$800
BUS 216 Legal Environment of Business	Emphasizes public law, regulation of business, ethical considerations, and various relationships existing within society, government, and business. Special attention is given to economic regulation, social regulation, labor-management, environmental issues, and contract fundamentals.	\$800
MAR 216 Principles of Marketing	Presents the analysis of theoretical marketing processes and the strategies of product development, pricing, promotion and distribution, and their applications to business and the individual consumer.	\$800
MAR 217 E-Commerce Marketing	Explores new marketing strategies that have emerged as areas of information technology and the Internet have evolved. Web fundamentals, e-marketing trends, strategies, models and research will be examined.	\$800
MAR 236 Consumer Behavior	Enables the student to understand the variables that affect consumer behavior in the marketplace and the implications of this knowledge for marketing decisions and strategies.	\$800