

## Digital Analytics Certificate Program

### October 29, 2018 – April 8, 2019

Monday 6 – 9 pm	
Oct 29	Digital Marketing Analytics
Nov 5	Digital Marketing Analytics
Nov 12	Digital Marketing Analytics
Nov 19	<b>Break</b>
Nov 26	Digital Marketing Analytics
Dec 3	Digital Marketing Analytics
Dec 10	Digital Marketing Analytics
Monday 6 - 9 pm	
Jan 7	Digital Analytics Tools & Technologies
Jan 14	Digital Analytics Tools & Technologies
Jan 21	<b>Break</b>
Jan 28	Digital Analytics Tools & Technologies
Feb 4	Digital Analytics Tools & Technologies
Feb 11	Digital Analytics Tools & Technologies
Monday 6 - 9 pm	
Feb 18	A/B Testing and Conversion Rate Optimization
Feb 25	A/B Testing and Conversion Rate Optimization
Mar 4	A/B Testing and Conversion Rate Optimization
Mar 11	A/B Testing and Conversion Rate Optimization
Monday 6 – 9 pm	
Mar 18	Best Practices Communicating Insights & Data
Mar 25	Best Practices Communicating Insights & Data
Apr 1	Best Practices Communicating Insights & Data
Apr 8	Best Practices Communicating Insights & Data

## Required Workshops

### **Advanced Excel for Data Analytics**

Saturday; 9am-4pm  
November 10

### **Adobe Analytics**

Spring 2019

## Optional Included Workshop

### **DAA Certified Web Analyst Test Prep Workshop**

Spring 2019

## Choose One Elective

### **Data Visualization, Infographics and Dashboards**

6 Thursday evenings; 6:30 – 9 pm  
April 18 – May 23, 2019

### **Mobile Marketing and Analytics: Strategies, Tactics & Tools**

4 Tuesday evenings; 6 – 9 pm  
April 23 – May 14, 2019

### **Search Engine Optimization and Marketing Strategies**

Fall 2018

### **Data Driven Marketing**

Spring 2019