



Certificate in Digital Media Management

Across industries, organizations have recognized the importance of an integrated communication strategy for new and emerging media channels. They have sought methods to integrate and improve the effectiveness of both internal and external marketing campaigns. The Georgetown University Certificate in Digital Media Management is designed for professionals seeking tools and techniques to develop, manage, and analyze communications campaigns in the ever-changing new media environment.

Specialization

The Certificate in Digital Media offers two tracks: (1) management and (2) analytics. Through targeted electives, program participants will focus on either the management or analytic track. Participants who select the management focus will take electives in strategy and brand development, preparing them for leadership roles. Participants who select the analytic concentration will focus on technical skills to optimize user experience and understand website data.

In the Georgetown University Digital Media Management program, team leaders and web analysts build a common vocabulary that will translate into any workplace setting. In the New Media Capstone the two skill sets—management and analytics—will be tested in an authentic way as students complete a final project together. The Capstone course is intended as the final course in the program. Please complete all other course requirements prior to registering for the Capstone course.

Program Objectives

Participants in the Digital Media Management program will:

- Explore concepts, examine frameworks, and develop skills in new media management.
- Learn how to integrate new media campaigns into organization-wide branding and communication strategies.
- Complete the program well prepared to interface with coworkers, to join interdepartmental teams, and to present to clients.

Designed for:

- Entry to mid-level professionals in advertising agencies, marketing companies, and PR firms
- Mid-level executives responsible for internal and external messaging and communications for an organization
- Media consultants
- Working professionals entering the communication, marketing, or advertising industries

Registration

CCPE.GEORGETOWN.EDU

Please visit us online for course descriptions, faculty bios, and registration.

202.687.7000

You may also call to speak with a program advisor.

Location & Times

Courses take place at the Georgetown University Clarendon Campus
3101 Wilson Blvd
Suite 200
Arlington, VA 22201

Across from the Clarendon Metro station

Courses meet on weeknights from 6:00 pm to 9:00 pm and/or Saturdays from 9:00 am to 4:00 pm.

Continuing Education Units (CEUs)

A minimum of 12.6 CEUs or 126 contact hours must be earned to obtain the Certificate in Digital Media Management.

Tuition

Total certificate tuition	\$5,950.00
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Contact the CCPE office for group registration rates.

Required Courses

Understanding New Media Platforms, Applications, and Techniques	Jan 10, 17, 24, 31; Feb 14
Capstone Course in Digital Media*	Aug 6, 13, 20, 27; Sept 10
Integrated Marketing Communications	Feb 23; March 1, 8, 15, 22
Digital Channel Management	Jan 25; Feb 1, 8, 15, 22
Viral Marketing: Creating Buzz on a Shoestring Budget	April 18, 25; May 2, 9, 16

Management Elective Courses

Building Strong Brands	March 13, 20, 27 April 10, 17
E-Commerce Strategy	June 6, 13, 20, 27; July 11

Analytics Elective Courses

Interactive Marketing	Fall 2012
Becoming a Power User: Advanced Analytics	Feb 27; March 5, 12, 19, 26
Search Engine Optimization	May 7, 14, 21; June 4, 11

Course Description Highlights

Integrated Marketing Communications

This course provides a broad introduction to integrated marketing communications (IMC). In the class, students also review marketing mix development in various product/service life stages of a company. Students gain an understanding of how to plan and implement an integrated marketing communications plan from the viewpoints of advertising agencies, businesses, and nonprofit organizations.

Viral Marketing: Creating Buzz on a Shoestring Budget

Viral marketing is a critical component of today's marketing strategies. With the increasing popularity of social media (Facebook, LinkedIn, Twitter, etc.) and expansion of online marketing tools, there are infinite marketing channels. Traditional marketing tactics and mainstream media are no longer sufficient to reach and build lasting relationships with customers and influencers.

Capstone Course in Digital Media Management

**This course is the final course in the program. Please complete all other program requirements prior to registering for the Capstone course. Here, participants from the management and analytics tracks will apply lessons learned as they complete a final project together. Team leaders and web analysts will use the Capstone course to apply their new skills in a simulated client scenario. Course participants will collectively assign team responsibilities as they develop an integrated marketing plan, execute elements of the strategy, analyze results, and present their final project to a "client."*

Certificate Requirements

Successful completion of the five required courses and two elective courses is necessary to receive the Certificate in Digital Media Management.

Courses do not have to be taken in sequence with one exception. **The Capstone course is the final course in the program.* Please complete all other courses required for the program prior to registering for the Capstone course.

All courses must be completed within a two-year period.

Upon completion of the program, students receive a Certificate in Digital Media Management from Georgetown University.

Registration

Please register online at ccpe.georgetown.edu.

Once there, click Certificate Programs – Digital Media Management. You may choose to register for all courses at once or register for individual courses.

If you have any questions please contact (202) 687-7000 or email us at ccpemarketing@georgetown.edu.