

## **Professional Certifications**

### **Marketing**

#### **American Marketing Association - AMA**

The AMA offers differentiated content that focuses on the tension between Best Versus Next Practices™. The AMA gives a robust perspective that understands marketers are expected to provide both solutions for today and solutions for tomorrow.

#### **American Advertising Federation - AFA**

The American Advertising Federation protects and promotes the wellbeing of advertising through a network of advertisers, agencies, media companies, local advertising clubs and college chapters.

#### **HubSpot Certifications - HSC**

HubSpot Academy is the worldwide leader in inbound marketing and sales education. It aims to educate and inspire people everywhere, helping them learn how to market, sell, and grow an inbound business.

#### **Hootsuite Certification - HOOT**

Hootsuite Certifications help to master new social media skills with online classes taught by industry pros to build your skills or prepare to take the next leap in your career.

#### **Twitter Flight School Certification- TFS**

Twitter Flight School is available in 16 languages with an interactive curriculum. The Marketing Leadership section has topics focusing on integrating twitter, objective-based campaigns, and website traffic and conversions

#### **Google Digital Garage Certification - GDG**

Master the basics of digital marketing with 26 modules to explore, all created by Google trainers, and packed with practical exercises and real-world examples to turn knowledge into action.

#### **AdWords Display Certification - AdWords**

The Display Advertising assessment covers basic and advanced concepts, including best practices for creating, managing, measuring, and optimizing display ad campaigns.

#### **Bing Ads Accreditation - Bing**

As a business leader that stays ahead of the curve, this program will demonstrate how to get the most of ad spending in order to gain more from marketing dollars.

#### **Facebook Blueprint Certification - FBC**

Blueprint Certification recognizes advanced-level proficiency with Facebook's family of products and services.

**2017-2018 ONU Students earn 206 specific marketing certifications.**