



## Take Your Digital Marketing to the Next Level

### Fall Courses Start Sept. 6

Learn how to deliver on the latest digital marketing trends — customer experience, big data, better video content, and personalized everything — in the SDSU College of Extended Studies Professional Certificate in Marketing program. Get the certificate or take only the courses you need.

Created in partnership with SDX — San Diego's premier media, marketing, and technology organization for brands, agencies, publishers, and startups — the curriculum is constantly evolving to reflect current technologies, strategies, and practices. The instructors are local marketing leaders and innovators.

#### Core Courses

**MM 0016 Content Marketing Strategy** — Register by August 27 to save \$20  
Thursdays, Sept. 6–Oct. 4, 6–9 pm | **Instructor:** Jonathan Forstot

**MM 0014 Mobile Marketing** — Register by Nov. 18 to save \$20  
Wednesdays, Nov. 28–Dec. 19, 6–9 pm | **Instructor:** Keith Lovgren

#### Elective Courses

**MM 0021 Social Media Strategies for Business** — Register by Sept. 7 to save \$20  
Mondays, Sept. 17–Oct. 15, 6–9 pm | **Instructor:** Alex Cameron

**MM 0019 Digital Content Strategies: What Makes People Click** — Register by Oct. 15 to save \$20  
Thursdays, Oct. 25–Nov. 15, 6–9 pm | **Instructor:** Tina Selwyn

Register  
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For more information, please email [marketing.ces@sdsu.edu](mailto:marketing.ces@sdsu.edu)  
or call (619) 594-3946.

SDSU Research Foundation Program