

# Small Business Marketing Communication Certificate

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## **Small Business Marketing Communication Certificate Program Learning Outcomes**

At the successful conclusion of this program, students will be able to:

1. Apply core marketing and digital media principles to the planning and execution of integrated campaigns for small business environments
2. Identify and evaluate traditional and digital media channels and determine the most effective mix for a defined target audience
3. Create strategic communication content across public relations, social media, and digital platforms that aligns with business objectives, brand voice, and customer needs;
4. Develop and optimize digital campaigns using search engine optimization and social media best practices to increase visibility and engagement
5. Assess and refine marketing communications using appropriate metrics and analytics to improve campaign performance.