Digital Advertising Certificate Program

Increasing Diversity in the Digital Media & Marketing Workforce

"We're expecting that this pilot program will lead to expanded efforts and a real move toward increasing racial, gender, economic, and cultural diversity in our industry's workforce."

Michael Theodore, Senior Vice President, Learning and Development, IAB, and General Manager, IAB Education Foundation.

Digital Advertising Certificate Program - San Mateo County Community College District

Digital Advertising

This not-for-credit course is designed to provide an in depth overview of digital advertising and the media buying life cycle. The course will focus on a solid understanding of digital ad operations and the overall digital media ecosystem, complete campaign planning, execution, and analysis tasks for a range of digital advertising areas (e.g. media buying, selling, ad operations, data solutions, and marketing), and students will be prepared to take the IAB Digital Advertising Certification Exam. Classes will be taught by College of San Mateo Digital Media Professor Diana Bennett and will include advertising industry guest speakers.

Skills Workshop

Workshops will be each be offered in two 4-hr sessions and will cover Career Navigation for High Tech Industry; Presentation Skills; Customer Service Skills; Skills for Effective Teamwork; and Time Management Strategies.

Job Placement Support

After gaining IAB Entry-Level Digital Advertising Certification, students will meet with iDiverse recruiters for one-on-one interviews to be matched with potential employers among IAB member companies with available positions in advertising operations, data analysis, sales support, and marketing. Assistance will continue through the first few months on the job, with access to educational resources that will help new hires excel in the workplace.

Eligibility

This rigorous program is designed to increase racial, gender, economic, and cultural diversity in the digital media and marketing workforce by providing participants with industry-validated, entry-level technical and soft skills needed for future career advancement. Anyone with a college degree is encouraged to apply. Students who are currently enrolled in two- or four-year college program must be in their final year and must have basic math skills and sufficient English language skills to comprehend intermediate and advanced oral and written instructions. To apply please contact Jonathan Bissell at bissellj@smccd.edu. Application deadline July 29, 2016.

Tuition

Total cost of the Digital Advertising Certificate Program will be $1525 per student. Scholarships available to cover tuition. Please complete application.

Logistics

This 16 week program will be offered at the College of San Mateo
August 17, 2016 - December 15, 2016
Monday/Wednesday: 6 pm - 8 pm
Thursday: 6 pm - 9pm