



## OMCA® Content Marketing Associate

### Our Program

Digital marketers are in high demand in the job market, and the need for trained and experienced marketers is constantly expanding. Better yet, the field of digital marketing offers numerous opportunities for specialization so your workforce is sure to find an arena in which to shine.

In this course, students will learn how to create targeted and engaging content, across multiple mediums, tailoring the content for each platform it is delivered on. By the time they complete this program, students will be fully prepared to begin a career as a content focused digital marketer.

### Certifying Exam:

OMCA® Certification Exam

### Professional Credential:

Online Marketing Certified Associate (OMCA®)



### Labor Stats

Bureau of Labor Statistics reports a

**41.2% Growth**

in digital marketing careers for 2010-2020

Employment of market research analysts and marketing specialists, by area, May 2014

