OMCP® **Social and Mobile** Marketing Professional

Our Program

OMCP®
ONLINE MARKETING
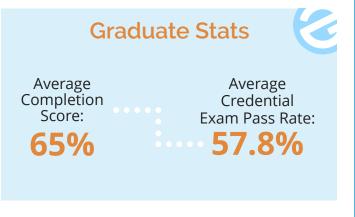CERTIFIED PROFESSIONAL

This program will thoroughly train your local workforce on the scope of digital marketing and learn how to make mobile marketing and social media work in their favor. Consumers don't wait until they get home to share their experiences, good or bad, on social media. They do it in the moment, on the go, from laptops, tablets, and phones. Students will learn how to harness that power for good, and will become an asset to any company.
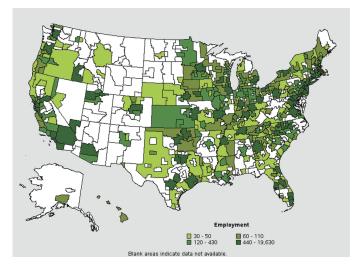
Trainees will learn to find, engage, convert, and measure a mobile audience, and become expert in the guidelines, opportunities, and strategies critical to effective campaigns.

Certifying Exam: OMCP® Certification Exam

Professional Credential:
Online Marketing Certified Professional (OMCP®)

Graduate Stats

Average Completion Score:

65%

Average Credential Exam Pass Rate:

57.8%

Employment

■ 30 - 50 ■ 60 - 110
■ 120 - 430 ■ 440 - 19,630

Blank areas indicate data not available.