



OMCA[®] Conversion Optimization 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 develop a conversion optimization framework, learn how to build and maintain momentum and dialog with customers, and produce results. By the time they complete this program, students will be fully prepared to begin a career as a conversion 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

